

The

MAY, 1947

# MANUFACTURING CONFECTIONER

## *Creed for Candy*

Candy adds to the sunshine of the world as well  
as to the nutrition of the world.

Candy is a symbol of fun to the child, sentiment to the adult,  
pleasure to old age.

Candy knows no social barriers, it is for the rich or poor, young  
or old, man or woman, no matter the race or  
religion or rank.

Candy is available to everyone, priced for everyone,  
with choice for everyone.

CANDY IS DELICIOUS FOOD

*Enjoy some every day!*

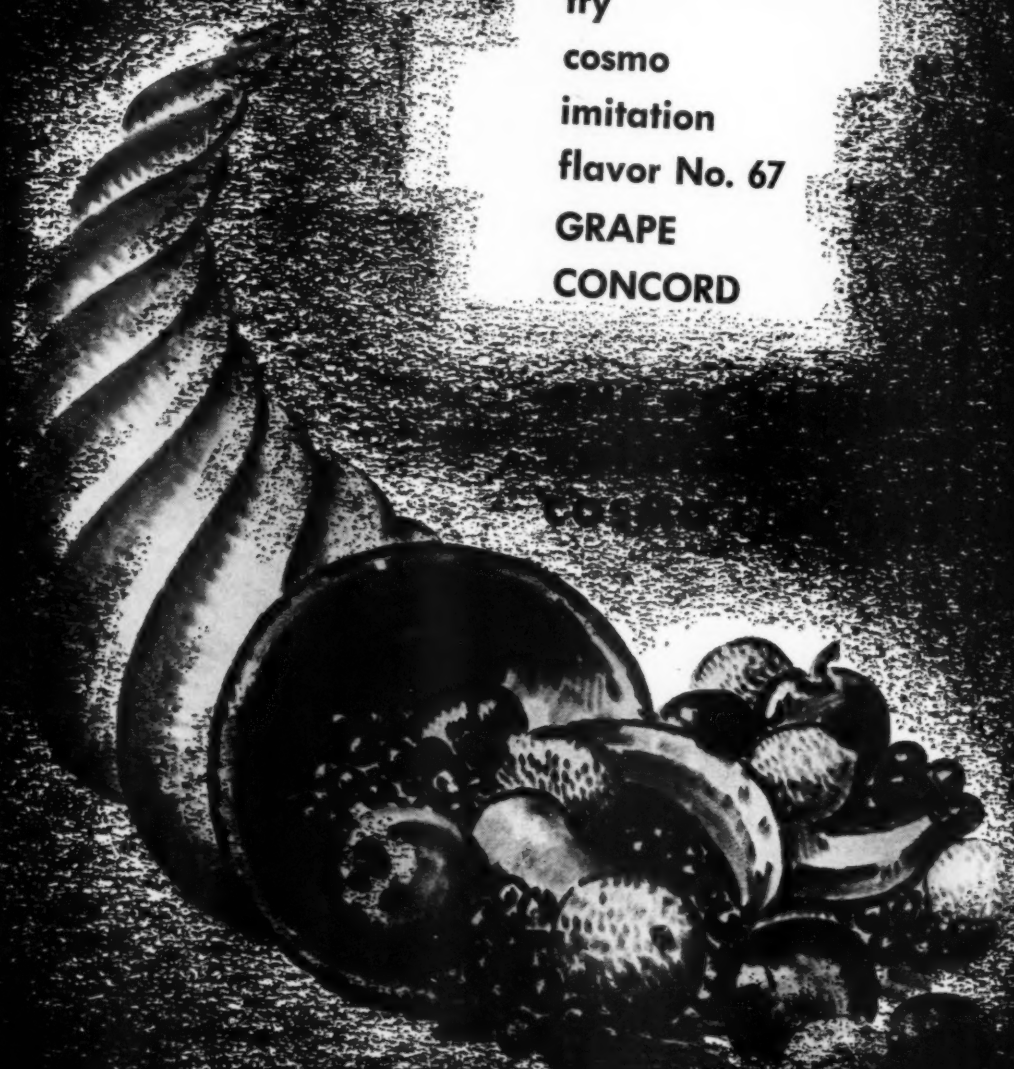
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1947  
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NATIONAL CONFECTIONERS' ASSOCIATION

400 West Madison Street

Chicago 6, Illinois

# D&O COSMO FLAVORS,

try  
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imitation  
flavor No. 67  
GRAPE  
CONCORD



**D & OLCOTT, Inc.** 100 VARICK STREET, NEW YORK 14, N. Y.

CHICAGO PHILADELPHIA ST. LOUIS LOS ANGELES





## This BETTER fudge makes BETTER bars!

Bars with fudge centers are *better* when they're made with soy flour. Why? Because soy can give you

- Increased richness
- Better flavor
- Improved texture
- Longer shelf life
- Increased production
- Better fat emulsification

Staley's is America's Soy Headquarters—and all our experience is at your command to help you get *better* candy at less manufacturing expense. May we help you by showing you the many advantages of Staley's Soy Flour and what they can offer you?

### FUDGE

40 lbs. Sugar • 30 lbs. Corn Syrup • 10 lbs. Evaporated Whole Milk • 4 lbs. Staley's Hi-Fat Soy Flour  
1 lb. Edible Oil • 8 oz. Salt • 24 lbs. Fondant (80-20)  
2 lbs. Frappé • 5 lbs. Chocolate Liquor (if desired)  
Vanilla flavor as desired.

To 5 qts. of water (cool or at room temperature) add the 4 lbs. of soy flour and stir smooth with a wire whip. Add 2 qts. more water and stir to a smooth suspension.

Place the soy flour suspension, the sugar, the oil and half of the corn syrup in the cooking kettle and bring to a boil. Add the evaporated milk slowly to the boiling batch and cook the batch to about 244° F. Turn off the heat, add the balance of the corn syrup and mix well. Stir in the melted chocolate liquor if desired, then add the fondant, the frappé, the salt and the flavor. Mix well and pour the batch into lined fudge trays.

## A. E. STALEY MFG. CO.

INDUSTRIAL SALES DIVISION—DECATUR, ILL.

Canadian Representative: James L. Dolg, 6876 Sherbrooke Street West, Montreal 28, Quebec, Canada

# Luscious

## NEW TASTE EFFECTS

LEMON-CUSTARD  
GRAPEFRUIT-PINEAPPLE  
CARAMEL-BUTTERNUT  
ORANGE-PINEAPPLE  
RUM-PEPPERMINT

### FOR YOUR ASSORTED CANDIES...

**W**E might describe these flavors as unusual. They are unusual in the sense that they combine flavoring effects that blend unusually well and produce uncommonly delicious results. Certainly, they'll add a note of flavorful and favorable distinction to the best confectionery assortments. Perhaps you'd like to try them?

**LEMON-CUSTARD** — A "heavenly" flavor for chocolate coated cream centers. Use  $\frac{3}{4}$  to 1 ounce per 100 lbs.

**GRAPEFRUIT-PINEAPPLE** — A tart-sweet blend that introduces a pleasant and refreshing flavor variation for pectin jelly pieces.  $\frac{3}{8}$  ounce will flavor a 100 lb. batch.

**CARAMEL-BUTTERNUT** — An ideal flavor for caramel centered pieces and bars, nut clustered and coated with chocolate. For 100 lbs. of caramel center use 1 to  $1\frac{1}{2}$  ounces of flavor.

**ORANGE-PINEAPPLE** — Another delicious fruit effect for pectin jellies. From  $\frac{1}{2}$  to  $\frac{3}{4}$  ounce is sufficient for a 100 lb. batch.

**RUM-PEPPERMINT** — This unusual combination produces a very delicious fondant or cream center piece. Recommend  $\frac{3}{4}$  to 1 ounce per 100 lbs.

Samples FREE on request

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Established



1871

### Brothers, Inc.

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# The Manufacturing Confectioner

VOLUME XXVII, NO. 5

MAY, 1947

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*Read Wherever Candy Is Made*

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Pioneer Specialized Publication  
For Confectionery Manufacturers  
Plant Management, Production  
Methods, Materials, Equipment,  
Purchasing, Sales, Merchandising.

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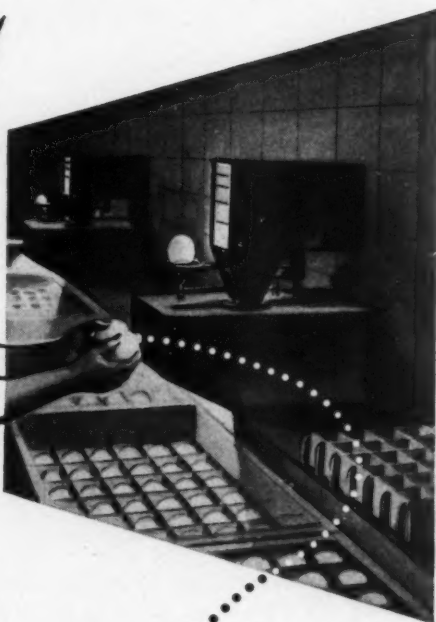
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BETTER FLAVOR —

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For quality candies, smoother, creamier Cloverbloom Eggs assure you finest quality in your finished product and you save time and labor. Armour produces Cloverbloom frozen whole eggs, whites, sugared and 45% solids dark color yolks; spray-powdered whole eggs, whites and yolks. Uniform quality—no waste—ready to use when you need them.



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# SORRY, BUT—

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Daco "93" is in a class by itself. True, it is an imitation butter flavor, but ALL the flavor in it is derived from creamery butter — the best unsalted butter we can buy. Here are no pictures of cows, or tales of "milk" or "dairy products"; just a plain statement that Daco "93" is made from the best butter available.

Daco "93" is as economical as it is unique. Use it carefully and sparingly and you can get only one flavor from it, that is the flavor of the best butter from which it is made. Fully stabilized, it will not spoil or turn rancid and requires no refrigeration.

Daco "93" is the best butter flavor available to you!

daco  
"93"

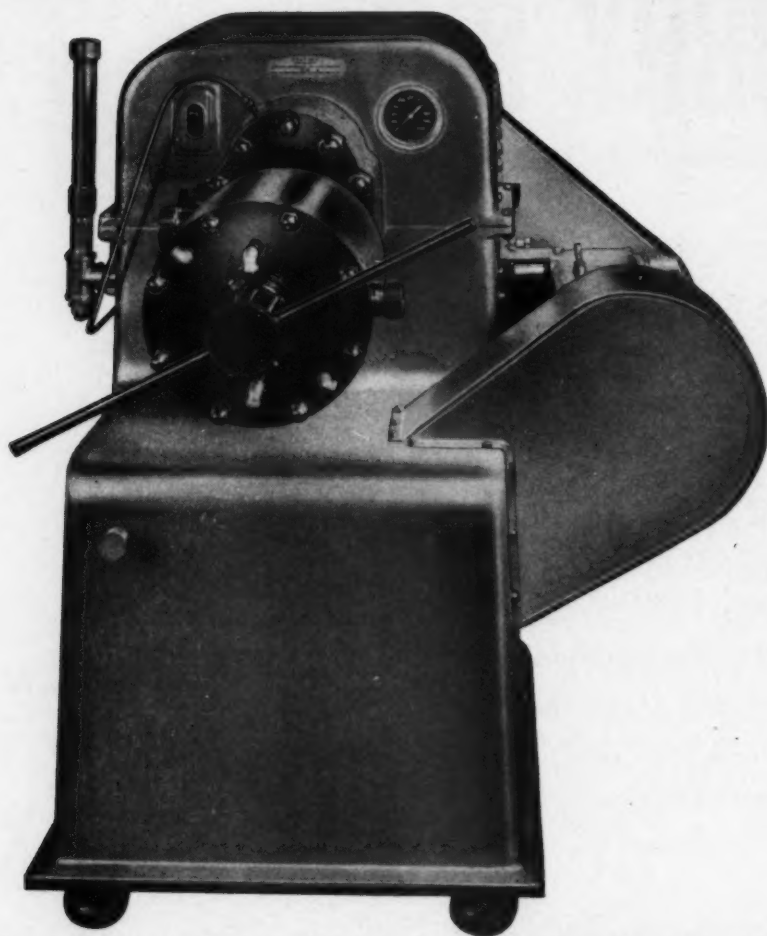
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BUTTER  
FLAVOR**

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FLAVOR to, but  
CREAMERY BUTTER!**

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*Flavors*

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OIL OF  
**LEMON**  
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Lemon Oil delivers *flavor . . . clarity* and *uniformity* not found in any other Lemon Oil.

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*Producing Plant:*  
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Penetrating power, unmatched by most other fumigants, enables Methyl Bromide to accomplish a complete kill of *all* pests in *all* hiding places at one fumigation. It

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Methyl Bromide, recognized today throughout the food industry as foremost in food fumigants, will go to work for you in many different types of applications—warehouse, vault, box car or tarpaulin "spot" fumigations. For further information and for source of this service in your locality, write our Fumigant Division.

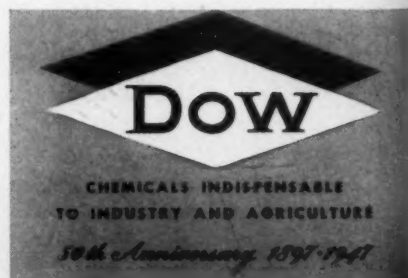
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THE PENETRATING FUMIGANT



*Individual lots of incoming materials may be fumigated with Methyl Bromide under gas-tight tarpaulins. Each is in effect a portable fumigation chamber.*

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# EGG ALBUMEN

HOW TO PUT  
ALL YOUR EGGS  
IN ONE BASKET... *Profitably!*



**CONTRACT NOW FOR YOUR ENTIRE YEAR'S  
REQUIREMENTS OF PURE HEN EGG ALBUMEN  
BASED ON SEASON AVERAGE COST\***

Assure yourself a constant annual supply of uniform, high quality albumen in flake or powder form.

This product is pan dried from Spring egg whites under a patented fermentation process which leaves 88% solids. The whip, under standard government tests, will run 6½ to 7 inches, with firm body.

Both flake and powder forms go into solution very readily with only slight stirring and a minimum of insoluble matter. The albumen has a pleasant aroma and a bright color which doesn't darken with age. It will remain in excellent condition for long periods of time under ordinary conditions.

**TRANIN EGG PRODUCTS CO.**  
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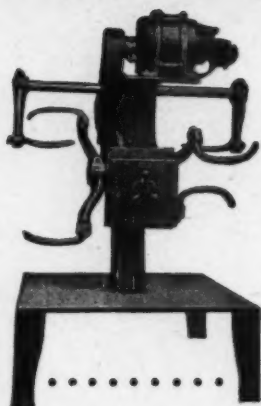
\*Spot orders filled at prices in effect at time of shipment.





#### Form 6 Style R

Twin Puller. Electric Motor Drive only. Can pull two batches (and two colors) at the same time. Capacity 15 lbs. to 100 lbs. on each side: Total up to 200 lbs. per pulling.



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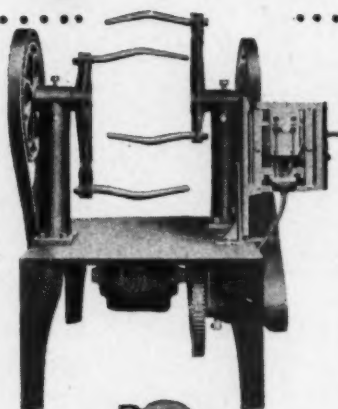
# Hildreth

## EFFICIENT CANDY PULLERS

*Pull Down Your Pulling Costs . . . Pull You Thru to Profits!*

#### Form 3 Style D

Factory type. Available in motor and belt driven models. Capacity 50 to 100 lbs. per pulling.



#### Form 1 Style B

Display model for stores, resorts, etc. Direct motor drive. Capacities from 5 lbs. to 25 lbs.



All Sizes of  
**HILDRETH PULLERS**  
and  
Replacement Parts  
for these models  
**NOW PROMPTLY  
AVAILABLE  
FROM STOCK**

HILDRETH CANDY PULLERS stand the gaff! . . . They operate quietly, smoothly . . . eliminate hand work . . . assure uniform pulls . . . handle hard-boiled candy, as well as soft-boiled goods and tailings. And, profit-wise, they produce, even with lower grade sugars, a much better quality result.

#### Correctly Engineered . . . Powerful

HILDRETH CANDY PULLERS are simple and most sanitary—are designed scientifically and built mechanically correct . . . are now at the pinnacle of their perfection. Given the proper care and lubricant, they assure their users more than twenty years of continuous good service. Efficient design, precision manufacturing, powerful motors and modern drives guarantee against time loss and break-down expense.

#### Sturdy . . . Dependable . . . Economical

All gears are machine cut, positive in action. Bearings are bronze bushed. Parts are interchangeable. New replacements can be made quickly and at minimum expense . . . an important low-cost upkeep factor. You will find your HILDRETH CANDY PULLER not only the lowest in first cost, but also the lowest in maintenance cost. Without question, it is the most sanitary, most economical and most efficient modern method of pulling candy.

#### Write or Wire for Prices

HILDRETH CANDY PULLERS—in all sizes and types—are ready for immediate delivery from stock. Write or wire (collect) for price-favorable quotations. Your inquiry will have prompt and personal attention.

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**Isn't this a better way**





# to meet competition?

**S**ALES ANALYSTS PREDICT more competition ahead for all kinds of food products.

Candy manufacturers, looking ahead, are devising ways to meet this increased competition.

What better way to persuade mothers to give their children *more* of your candy than to give it extra "nutrition appeal"?

Mothers, buying candy, think of nutritive values. How much easier it would be for a mother to keep her family on a proper diet—if *all* candies were fortified and better balanced nutritionally!

Candy Manufacturers have a real opportunity to *stay up* with, and *ahead* of, competition—by helping mothers give their children better balanced candies.

And some manufacturers are seizing the opportunity. They are increasing the vitamin content of their candies. And they are improving nutritive qualities by the addition of good protein to increase the quantity of the essential amino acids.

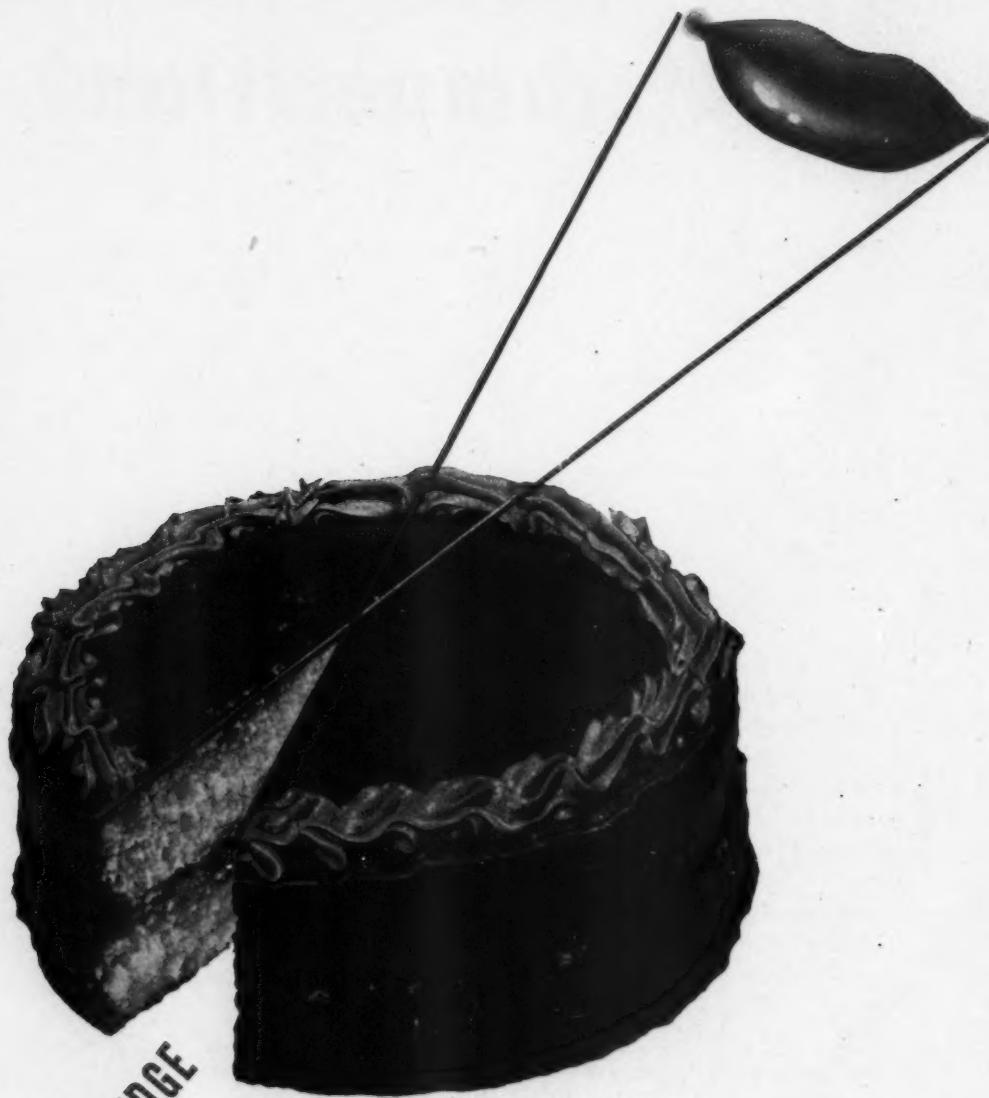
Standard Brands' experience in the food fortification field—and its products for vitamin B complex, vitamin D, and protein supplementation of foods—place this company in a position to render valuable assistance to you on your candy fortification program.

If you are now seeking ways of fortifying your company's products, we invite you to discuss your needs in confidence with one of our executives.

## STANDARD BRANDS INCORPORATED

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SALES WEDGE



Where taste appeal is a sales appeal, Ethavan\* is often used to drive a wedge into a profitable market.

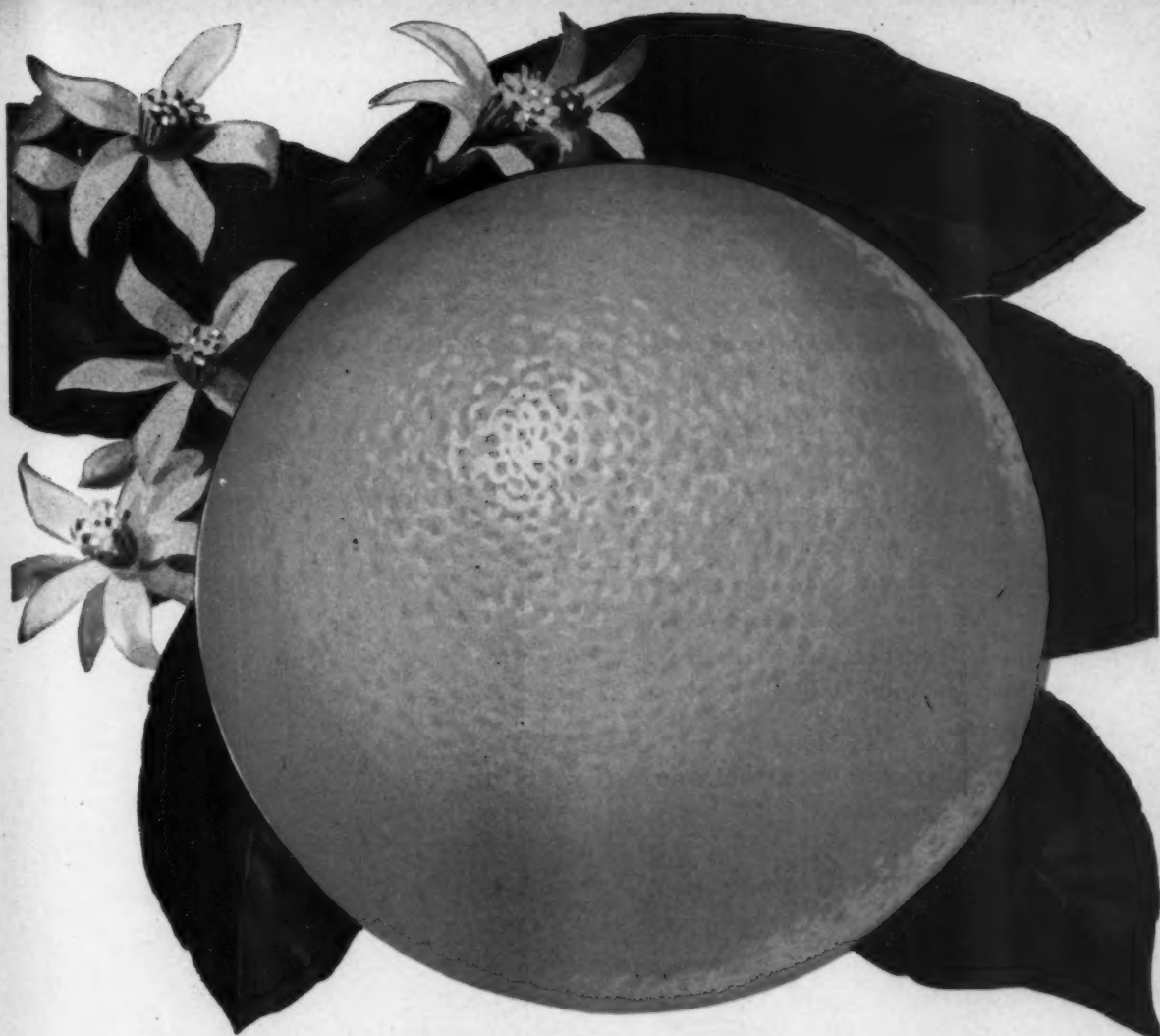
There are many reasons for preferring Ethavan, Monsanto's Ethyl Vanillin. It has a more distinctive flavor. Its aroma is more pronounced, more intriguing, more pleasing. And, it lasts—even when subjected to high or low temperatures in processing, the individuality of Ethavan displays unusual "staying" power. Three times stronger than vanillin, Ethavan is also more economical to use.



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\*Reg. U. S. Pat. Off.

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# Put the Best TASTE and QUALITY into your Candy by using **MOISTURE-CONTROLLING** *Veg-A-Loid*

- CONSERVES fats, oils
- ELIMINATES sticking wrappers
- SAVES sugar
- PREVENTS discoloration
- IMPROVES texture
- INCREASES yield of ingredients
- HELPS flavor
- KEEPS weight up

In addition to a substantial saving in ingredients, particularly scarce oils, fats and sugar, you'll quickly discover the velvet-like smoothness, the added freshness, the enticing flavor and richness which Veg-A-Loid imparts.

Your candies will *stay* the way the customer expects.

Send for Sample Recipe M.



## MOISTURE-CONTROLLING VEG-A-LOID enhances the making of:

### FUDGE

Enables higher moisture content without impairing fine grain qualities. Faster setting with perfect grain control.



### CARAMELS

Cook at 5° to 7° F. lower temperatures. Use less — or even eliminate — fats and oils.



### CREAMS

Lower your sugar to corn syrup ratio, without losing long-life tenderness and also achieve smooth texture, "sealed-in" freshness.



### JELLIES

Retained moisture assures extra tenderness and freshness. No sweating. Little or no sugar required.



### PAN WORK

Panning time is cut in half; a thin, hard, glossy jacket is assured.



### ALL CANDIES

Including bars, nougats, taffys, are enhanced in flavor, freshness, tenderness and appearance because of VEG-A-LOID'S unsurpassed MOISTURE CONTROL.



# T. H. Angermeier & Co.

MANUFACTURING SPECIALISTS TO THE FOOD INDUSTRY

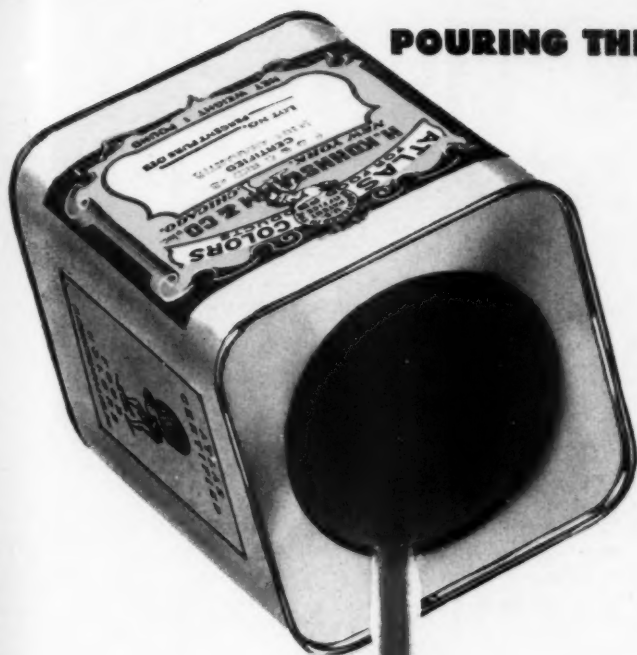
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*Thick*



Whenever an Atlas Certified Color pours, an *extra dividend* of complete satisfaction flows, too. Here's a can recognized far-and-wide by knowing candy-makers for its quality contents. Bridging the entire color spectrum, Atlas colors readily meet your special requirements for candy of appealing brilliance. They're available in every form for your convenient use...powder, paste, liquid, or self-measuring cubes. There is, in addition, an Atlas Flavor specifically designed for every type of confection. Write us today.



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FIRST PRODUCERS OF CERTIFIED COLORS

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# CONFECTIONERY ANALYSIS and COMPOSITION

By  
**STROUD JORDAN, M.S., Ph.D.**  
and  
**KATHERYN E. LANGWILL, M.S., Ph.D.**

## \$3.50

The first two volumes of "Confectionery Studies" by Dr. Jordan, have acquainted the confectioner with everyday problems and with standards in effect at the date of publication. A practical and technical evaluation of chocolate products then followed entitled "Chocolate Evaluation". These three books were willingly received by the industry as valuable additions to the technical literature available.

This book, the fourth in the series, is being published by *The Manufacturing Confectioner*. Confectionery studies have been continued and this volume concerns itself, first with applicable data that cover the composition of basic raw materials as well as that of the finished confections in which they have been employed.

In assembling this volume reference is made to applicable methods. Where satisfactory methods of analysis are of general knowledge they are incorporated by reference. All specially developed methods and procedures are incorporated in detail.

Where reconstruction of formulas from analytical data is considered, we are dealing with a relatively unexplored field. Many basic assumptions have been made before actual formula reconstruction has taken place. The second part of this volume is used to consider the several confection groupings into which most confection types generally fall and full discussion of each follows. See Chapter Headings below.

Moisture (Ch. 1)  
Ash (Mineral Matter—Ch. 2)  
Sugars (Ch. 3)  
Starches (Ch. 4)  
Proteins (Ch. 5)  
Fats (Ch. 6)

Colloidal Materials (Ch. 7)  
Nuts and Fruits (Ch. 8)  
Acids (Ch. 9)  
Incidental Materials (Ch. 10)  
Reconstructed Formulas (Ch. 11)  
Hard Candy (Ch. 12)  
Coated Candies (Ch. 19)

Sugar Cream (Fondant Ch. 13)  
Fudge (Ch. 14)  
Caramels and Toffees (Ch. 15)  
Marshmallow (Hard & Soft Ch. 16)  
Nougat (Ch. 17)  
Gums and Jellies (Ch. 18)  
Appendix

### BOOK SECTION

## The MANUFACTURING CONFECTIONER

400 W. Madison St.

Chicago 6, Illinois

Book Section:  
THE MANUFACTURING CONFECTIONER  
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S46MC

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CITY.....STATE.....ZONE.....

# 26 Years of Helpful Service

**K**EYED SPECIFICALLY to the presentation of authoritative and highly usable data in solving both the current and the long range problems of all candy department executives, THE MANUFACTURING CONFECTIONER during its 26 years of conscientious publishing has assiduously developed page by page and volume by volume a vast storehouse of confectionery industry data of paramount importance to the technological advancement of the science of candy making. Motivated by the desire to render maximum service to its readers, THE MANUFACTURING CONFECTIONER carefully guides its presentation month by month of technical and factual data on the high responsibility basis of *how well and how efficiently* this editorial material will serve as "a vital factor in the progress of the confectionery industry."

THE MANUFACTURING CONFECTIONER—as the paramount and pioneer specialized technical magazine of the confectionery industry—considers the time of its readers valuable. The tremendous range of interests which are vital to their *know-how* is recognized by careful editorial analysis, field studies, questionnaire studies, and personal contact with industry leaders—all of which are lucidly coordinated into time-saving, money-saving, and profit-making specialized departmental features for its reader-manufacturers, their executives, and their key personnel.

Consistent with its high service endeavors, THE MANUFACTURING CONFECTIONER in this issue begins a monthly series of valuable candy manufacturing articles—complete with numerous valuable formulae—by Walter L. Richmond, plant superintendent of D. Goldenberg, Inc., Philadelphia. Mr. Richmond is a veteran candy maker with years of experience-backed *know-how*. His authoritative analysis is proudly presented by THE MANUFACTURING CONFECTIONER as still another of its long list of exclusive helpful contributions to the industry. So highly significant is Mr. Richmond's important series that THE MANUFACTURING CONFECTIONER will publish this series, together with his complete study, in book form early next year.

In still another exclusive help series, THE MANUFACTURING CONFECTIONER has introduced a series of time-and-space-saving studies by Louis Tarnopoll, a consulting engineer. These appear in the exclusive "Candy Equipment Preview."

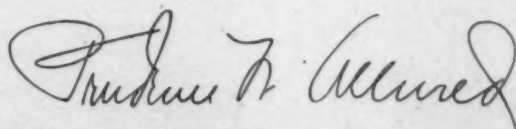
For manufacturing retailers, THE MANUFACTURING CONFECTIONER provides another exclusive department: "The Manufacturing Retailer." Special candy formulae and special feature articles for this group of manufacturers are each month carefully presented.

The exclusive feature "Candy Clinic"—now celebrating its 20th year—each month offers valuable analysis of candy selected by buyers all over the world; also an exclusive "Packaging Clinic" every quarter helpfully analyzes candy packages and wrappers. For these services no charge is made, and all manufacturers are cordially invited to send in their products.

Acknowledgement of the high service value of the technical contributions of THE MANUFACTURING CONFECTIONER is, the editors proudly feel, attested to by its continuous rise in circulation. More candy plant manufacturers and their personnel now read THE MANUFACTURING CONFECTIONER than any other audited trade paper in the confectionery field. And, in addition, net paid circulation has risen to an all-time high of over 2,600 — with readers all over the world.

Because THE MANUFACTURING CONFECTIONER is strictly a specialized magazine for manufacturing confectioners, companion magazines — CANDY MERCHANDISING and THE CANDY BUYERS' DIRECTORY—are published as a service to the other segments of the industry. So great is the acceptance of CANDY MERCHANDISING that its circulation (CCA-audited) has doubled to 10,000 readers among volume buyers of candy. And THE CANDY BUYERS' DIRECTORY, its December issue, is the *only* directory of candy manufacturers published in the United States.

THE MANUFACTURING CONFECTIONER is justly proud of its 26-year record of service to the confectionery industry. For additional convenient service, a Boston office has been opened at 99 Chauncy St. And as the years go on, its technical and service contributions to the confectionery industry will continue always to expand to meet the ever-increasing importance of the confectionery industry.





**PRESIDENT PHILIP P. GOTT**



**EXECUTIVE ASSISTANT  
Francis N. Branson**



**SECRETARY-TREASURER** Arthur L. Stang, (above) The Shotwell Manufacturing Co., Chicago. **DIRECTOR** William E. Brock, Jr., (below) Brock Candy Co., Chattanooga, Tenn.



# Leaders of NCA



**VICE-PRESIDENT** Robert H. W. Welch, Jr., of the James O. Welch Co., Cambridge, Mass.



**DIRECTOR** Theodore A. White (above), of Sierra Candy Co., Inc., San Francisco. **DIRECTOR** John G. Rote (below), of W. F. Schrafft & Sons Corp., Boston.



**VICE-PRESIDENT** W. Melville Cribbs, of Melville Confections, Chicago.



**DIRECTOR** O. F. Sealy, (above) of Johnson-Fluker Co., Atlanta. **DIRECTOR** Harold H. Hoben (below), of Mars, Inc., Chicago.







**DIRECTOR** Oscar B. Elmer (above), of Elmer Candy Co., New Orleans. **DIRECTOR** Warren M. Watkins (below), of Warren M. Watkins Confections, Los Angeles.



**DIRECTOR** Walter W. Sandell (above), of Miss Morris Candies, Inc., Minneapolis. **DIRECTOR** Charles T. Clark (center-above), of The D. L. Clark Co., Pittsburgh.



**DIRECTOR** Samuel D. Fried (below), of Up-To-Date Candy Manufacturing Co., New York. **DIRECTOR** C. R. Kroegel (center), of Kroegel-Oettinger, Inc., Philadelphia.

### Commendable Service Keynotes Work Of NCA and Officers During Year

**F**OR THE NATION'S manufacturing confectioners, the year since the last convention of the National Confectioners' Ass'n proved a highly significant period. The combined efforts of the NCA officers and directors, shown on these pages, once again helped the confectionery industry meet its day-by-day and long-range problems.

The "balanced selling" program of NCA's merchandising committee has done much to prepare the industry for meeting the myriad problems of this strange, near-competitive peacetime. The cooperative educational program guided by the Council on Candy has provided a valuable interchange of ideas for the industry itself and also effectively conveyed to the buying public the importance of candy as a high energy food. The sanitation studies have carefully pointed out methods for wholesome production. The conscientious endeavor of these officers and directors commendably helped to develop even further the confectionery industry into one of America's great food industries.



**DIRECTOR** Russell Stover (above), of Russell Stover Candies, Kansas City, Mo. **DIRECTOR** Charles F. Haug (below), of Mason, Au & Magenheimer Confectionery Manufacturing Co., Brooklyn.



# N. C. A. CONVENTION PROGRAM

64th Annual Convention of the National Confectioners' Association, Hotel Stevens, Chicago, May 25-29, 1947

**SESSIONS COVERING** employer-employee relations, sales training, research, sanitation, supply outlooks, government, and management will feature the program of the 64th annual convention of the National Confectioners' Ass'n. to be held May 25-29 in Chicago's Stevens Hotel.

The 21st Confectionery Industries Exposition, scheduled for the same days, will include exhibits of candy-making equipment and supplies. The exhibit hall of the Stevens has been completely sold out, and more displays than ever before will serve as a revealing guidepost to the trade's future.

The tentative convention program follows:

## Sunday, May 25

- 4:00 P.M. NCA Get-Together Grand Ballroom  
(Admission by ticket only)  
Star Time  
Master of Ceremonies  
Victor H. Gies, Mars, Inc., Chicago, Ill.  
Co-Chairman, Entertainment Committee  
An hour of gala entertainment starring "DR. I. Q.", courtesy of Mars, Inc., and other outstanding star attractions.
- 5:30 P.M. Refreshments and Buffet Supper Grand Ballroom  
Chief Host  
Herbert G. Ziegler, Geo. Ziegler Co., Milwaukee, Wis.  
Co-Chairman, Entertainment Committee.

## Monday, May 26

- 9:00 A.M. Golf Tournament Olympia Fields Country Club  
O. W. Johnson, Callerman Co., Chicago, Ill.  
Chairman, Golf Committee

## Tuesday, May 27

- Morning Session North Ballroom
- 10:00 A.M. Employer-Employee Relations North Ballroom  
Presiding  
Ivan F. Baldus, Mars, Inc., Chicago, Ill.  
NCA Employer-Employee Relations Committee
- 10:15 A.M. Preventive Labor Relations  
Robert N. McMurry, Labor Relations Consultant  
Chicago, Ill.
- 10:45 A.M. You and Your Industrial Relations  
(Speaker to be announced.)
- 11:15 A.M. Questions and Answers  
(Speaker to be announced.)
- 12:30 P.M. Luncheon (Ladies Invited) Grand Ballroom  
Presiding  
Robert H. W. Welch, Jr., James O. Welch Co.,  
Cambridge, Mass.  
Vice President, National Confectioners' Association.
- Invocation
- 1:30 P.M. Council on Candy of NCA Grand Ballroom  
Presiding  
W. C. Dickmeyer, Wayne Candies, Inc., Ft.  
Wayne, Ind.  
Chairman, Council on Candy of NCA
- 1:35 P.M. Why the Movie?  
Smith H. Cady, Jr.  
Director, Council on Candy of NCA
- 1:40 P.M. Premiere of "Energy For Americans",  
Council on Candy motion picture.
- 2:10 P.M. Selling In A Competitive Market Grand Ballroom  
Ralph Carney, Sales Manager, Coleman Lamp  
Co.,  
Wichita, Kansas

## AFTERNOON SESSION

North Ballroom

- Presiding:  
Warren M. Watkins, Warren Watkins, Confectioner  
Los Angeles, Calif., Director, NCA
- 3:00 P.M. LET'S SELL CANDY
- 3:05 P.M. A Two Billion Dollar Potential  
Victor H. Gies, Sales Manager, Mars, Inc., Chicago, Ill.  
NCA Distribution Committee
- 3:15 P.M. Balanced Selling Training Progress  
James F. MulCahy, NCA Merchandising Director
- 3:25 P.M. Revitalizing The Sales Force  
A Six Man Industry Panel Answering Audience Questions on the "Who"-"What"-"Where"-"When".  
Warren M. Watkins, Moderator  
R. F. McNemer, King Candy Co., Ft. Worth, Texas  
Frank Gleason, E. J. Brach & Sons, Chicago, Ill.  
Lester G. Rosskam, Quaker City Chocolate and Confectionery Co., Philadelphia, Pa.  
C. H. Flint, Peter Paul, Inc., Naugatuck, Conn.  
Dr. Clifton W. Hall, Ph.D., Hall & Liles, Chicago, Ill.  
E. J. McCoy, Canton, Ohio., Chairman, NCWA Education Comm.
- 4:00 P.M. Confectionery Sales and Distribution North Ballroom  
Chairman,  
Charles F. Haug, Mason, Au & Magenheimer Conf. Co.,  
Brooklyn, N.Y.,—NCA Director
- 4:05 P.M. Report on 1946 Confectionery Sales and Distribution  
George F. Dudik, U.S. Department of Commerce
- EVENING SESSION** GRAND BALLROOM  
E. E. Fortier, E. J. Brach & Sons, Chicago, Ill.  
Co-Chairman, Program Committee

- 7:30 P.M. Films
- 8:00 P.M. Production Forum Grand Ballroom
- 8:00 P.M. Electronic Detection Devices  
Representative of the Radio Corporation of America
- 8:25 P.M. Liquid Sugar—Its Advantages and Limitations  
Dr. Stroud Jordon, American Sugar Refining Co., New York
- 8:50 P.M. Handling Granulated Sugar In Bulk  
Benjamin A. Oxnard, Vice President, The Great Western Sugar Co., Denver, Colo.
- 9:15 P.M. Anti-Oxidants in Prevention of Flavor Changes  
Dr. Aladar Fonyo, Vice President in Charge of Production,  
Wm. J. Stange Co., Chicago, Ill.
- 9:45 P.M. Quality and Quantity Production  
Bernard Murphy, Vice President in Charge of Production  
Switzer Companies, St. Louis, Mo.

## Wednesday, May 28

- Morning Session North Ballroom  
Presiding  
Wm. Fette, Jr., Schutter Candy Division of Universal Match Corp.  
Chairman, Program Committee
- 9:30 A.M. Sanitation Sound Films North Ballroom  
1. "The House Fly"  
2. "Rat Destruction"
- 10:00 A.M. Sanitation North Ballroom  
Chairman

(Please turn to page 26)

# MAGNA-fy the goodness of your confections



Quality in candy is, to average consumers, a nebulous thing. They judge its goodness by its flavor . . . and flavor dictates its popularity.

A tempting invitation to eat another piece is extended by candy made with MM&R's magnificent MAGNA FLAVORS. This new group of MM&R Flavors, perfected by exacting flavor experts, is tops for sheer taste-appeal . . . means new and thrilling flavor for your product.

Determine now how MAGNA FLAVORS can improve your confections, old or new. Write for further information.



## MAGNUS, MABEE & REYNARD, INC.

SINCE 1895 ONE OF THE WORLD'S GREATEST SUPPLIERS OF ESSENTIAL OILS  
16 DESBROSSES STREET, NEW YORK CITY • 221 NORTH LASALLE STREET, CHICAGO



- Charles F. Scully, Williamson Candy Co., Chicago, Ill.  
Chairman, NCA Sanitary Advisory Committee
- 10:00 A.M. Federal Food Laws and the Confectionery Industry  
M. R. Stephens,  
Federal Food and Drug Administration, Chicago, Ill.
- 10:30 A.M. Infestation Control in the Confectionery Industry  
M. E. Parker,  
Counselor in Food Production and Development
- 11:00 A.M. NCA Sanitation Program  
G. S. Doolin,  
NCA Sanitation Director
- 11:15 A.M. Research North Ballroom  
Chairman  
H. B. Cosler, Chase Candy Co., Chicago, Ill.  
NCA Research Committee
- 11:15 A.M. Report on Southern Regional Research Laboratory  
Dr. H. H. Hall  
Agricultural Chemical Research Division,  
U.S. Department of Agriculture, New Orleans, La.
- 11:25 A.M. Nutritional Developments Relating to Candy  
Dr. George R. Cowgill, Dept. of Physiological Chemistry,  
Yale University School of Medicine, New Haven, Conn.
- 11:35 A.M. Profit Possibilities of Research And Development In The Confectionery Industry  
Dr. Thomas Rector, Director of Research  
General Foods Corp., New York, N.Y.
- 12:00 P.M. Adjournment for Luncheon
- 12:30 P.M. Luncheon Grand Ballroom  
Presiding  
W. Melville Cribbs, Melville Confections, Inc., Chicago,  
Vice President, National Confectioners' Assoc.
- 1:30 P.M. The Food Situation North Ballroom  
(Speaker to be announced.)  
Afternoon Session
- 2:30 P.M. Ingredient And Supply Situation  
Presiding  
W. J. Lavery, Curtiss Candy Co., Chicago, Ill.
- 2:35 P.M. Paper Products  
(Speaker to be announced.)
- 3:05 P.M. Fats and Oils  
Charles E. Lund,  
Chief, Foodstuffs Division, Office of International Trade,  
Department of Commerce, Washington, D.C.
- 3:35 P.M. Cocoa Bean Supplies—Present and Future  
John M. Whittaker, Lamont Corliss & Co., New York, N.Y.
- 8:00 P.M. The Candy Ball Grand Ballroom  
Dinner, Dancing, Entertainment

#### Thursday, May 29

- Morning Session North Ballroom  
Presiding,  
Charles M. O'Brien, Jr.  
O'Briens' of California, Inc., San Jose, Calif.
- 10:00 A.M. The Washington Situation North Ballroom  
Chairman  
Russell Stover, Russell Stover Candies, Kansas City, Mo.  
NCA Director, Chairman, NCA Washington Committee.
- 10:30 A.M. Trade Practices North Ballroom  
Chairman,  
C. R. Kroekel, Kroekel-Oetinger, Inc., Philadelphia, Pa.  
NCA Director
- 10:35 A.M. Elimination of Unfair Competition by Government and Business  
Lowell B. Mason, Commissioner Federal Trade Commission,  
Washington, D.C.
- 11:00 A.M. Unfair Competition Round Table  
Participants:  
Henry J. Junge, Attorney, Chicago, Ill.  
John T. Haslett, Attorney, A/B. Dick Co., Chicago, Ill.
- 11:30 A.M. Resolutions and Conclusion of NCA Business
- 12 NOON Adjournment

## ARC Convention Program

**P**ROGRAM FOR THE 1947 convention of Associated Retail Confectioners of the U. S. to be held in Chicago's Drake Hotel May 25-28 is announced by ARC Secretary W. D. Blatner as follows:

#### Sunday, May 25

- 2 P.M.—Foyer Grand Ball Room, Main Floor.  
Registration, ARC Convention.
- 7 P.M.—House of Friendship—Grand Ball Room.  
(Members and Guests)  
Ambrosia Chocolate Company—Host at the Flowing Bowl.

#### Monday, May 26

- MORNING**—Visit Allied Trades Exhibits, Walton Room, Main Floor.
- MORNING**—10:15—Fountain and Luncheon Round Table Discussion—Mrs. Dorothy Heinemann, Chairman, Mezzanine Floor.
- 12:15 P.M. Luncheon—French Room, Main Floor.  
Members and Guests.
- 1:15 P.M. First Showing Council on Candy Motion Picture, Gold Coast Room.
- 2:00 P.M.—Roll Call Active Members, Grand Ball Room.
- 2:30 P.M. Address—S. W. Neill, President, A.R.C., Mrs. Snyder's Candies, Chicago, Ill.
- 2:45 P.M. Retail Confectionery Store Problems—Joseph B. Oliver, Oliver's Candy Shoppe, Batavia, N. Y., and Miss Phyllis Shields, Loft Candy Corporation, Long Island City, N. Y.—Forum Leaders.
- 4:30 P.M. "An Illustrated Course in the Why and How of Sanitation". Mrs. Ruth Nisbet, Sanitarian, O. P. Baur Confectionery Co., Denver, Colo.
- 5:30 P.M. Question Period.
- EVENING OPEN.**

#### Tuesday, May 27

- MORNING**—Visit Allied Trades Exhibits, Walton Room, Main Floor.
- 10:15 A.M. Round Table Discussion Bakery Problems, Chairman, Forrest Murphy, Herz-Oakes Candy Co., St. Louis—Mezzanine floor.
- 12:15 P.M. Luncheon—French Room—Main Floor.  
Members and Guests.
- 1:30 P.M. "Outlook on Raw Materials"—  
SUGAR—Edwin O. Blomquist, Vice-president, E. J. Brach & Sons Co., Chicago.  
CHOCOLATE—Howard O. Fry, General Manager, Walter Baker Chocolate & Cocoa Division, General Food Corporation.
- 2:30 P.M. "Cost of Doing Business"—  
Open Forum Discussion, led by H. L. Jeffery, Jr., The Maud Muller Candy Co., Dayton, Ohio
- 3:00 P.M. Manufacturing Retail Confectionery Plant Operation Problems.  
Forum Leader: S. W. Neill, Mrs. Snyder's Home Made Candies, Chicago, Ill.

#### EVENING.

- 8:00 P.M. A.R.C. Dinner Dance, Gold Coast Room, Main Floor. Members and Guests.

(Please turn to page 35)



# Now! *Finer—More Efficient* PUMP BARS at Lower Cost

**WATER SEALED  
PUMP BARS**  
FOR  
**MOGUL DEPOSITORS**  
— All Sizes —  
**SINGLE — DOUBLE  
TRIPLE — QUADRUPLE**



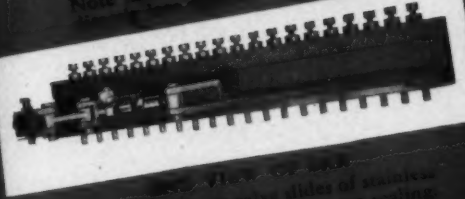
Heavy or viscous material more easily pumped because of the "free flow" design.



DOUBLE BAR — BRONZE



TRIPLE BAR — BRONZE



Showing separate valve slides of stainless steel and arrangement for water sealing.

## Solid Stainless Steel Pistons NO GROOVES • NO WASHERS

These Pump Bars are the last word in workmanship, design and performance. Made of the finest quality bronze with separate inlet and outlet valve slides of stainless steel. They represent the outcome of years of engineering experience in building candy machinery and will out-perform any bar on the market today.

### ● *Non-Clogging*

Due to the separate inlet and outlet, the candy flows from the tank directly into the pumps without the necessity of going through the rather circuitous route of the ordinary type of bar where the candy passes through a hole to a channel in the valve slide, then along this channel to the under side of the pump, then up into the pump.

### ● *Accurate Weights*

—are assured because of the free flow of candy to the pump, and also because of the precision with which the bars are built. Only the finest quality of material is used. This is watched very carefully in our shop.

Made in a shop accustomed to precision work, these bars should outwear and out-perform all other types made.

# MILL RIVER TOOL CO.

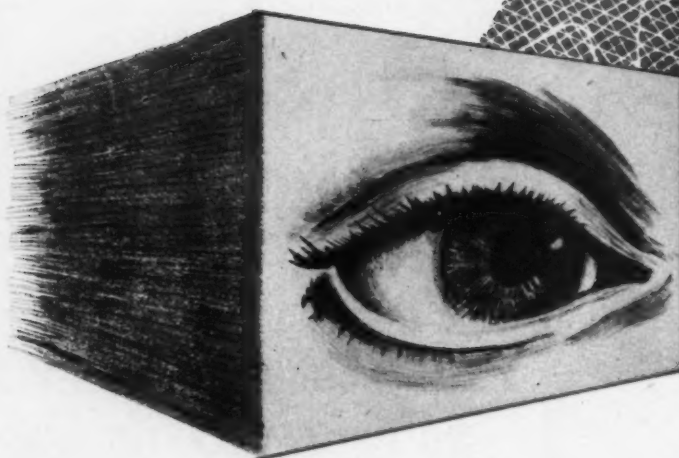
Al Bausman

Ernest J. Keefe

238 WORTHINGTON STREET • SPRINGFIELD, MASS.

*Write Today!*  
for prices and description  
of these "Life Time" Mogul  
and Springfield Depositor  
Pump Bars.

# W A T C



YOU'LL wonder how you ever got along without this modern streamlined Fire Mixer. The Hydro-Lift will save you a world of time and work by giving you a perfect candy mix. Its many features assure not only speedy and efficient mixing, but long life as well.

Reduction gears are encased in an oil bath for quiet, smooth and sanitary operation. The motor, gears and all working parts are fully enclosed, making the Hydro-Lift Fire Mixer sanitary, easy to clean. The swinging mixing arm enables you to keep the furnace and mixer constantly clean. Little floor space is required because you can place the unit close to the wall.

You'll get the utmost in economy, durability and efficient operation when you have a Dubin Hydro-Lift Fire Mixer.

**Ask Your Nearest Wholesaler Listed Below  
Or Write Today for Details**

**DUBIN HYDRO-LIFT FIRE MIXERS ARE DISTRIBUTED BY:**

American Products Co.,  
2411 Swiss St., Dallas, Tex.

J. F. Gallagher,  
275 Brannan St., San Francisco

Frank J. Keeley,  
53 W. Jackson Blvd., Chicago

H. C. Rhodes,  
311 N. E. 11th Ave.  
Portland, Ore.

Sandner & Co.,  
P. O. Box 1769,  
Birmingham, Ala.

Woods & Selick, Inc.  
Hudson, Duane & Thomas Sts.  
New York, N. Y.

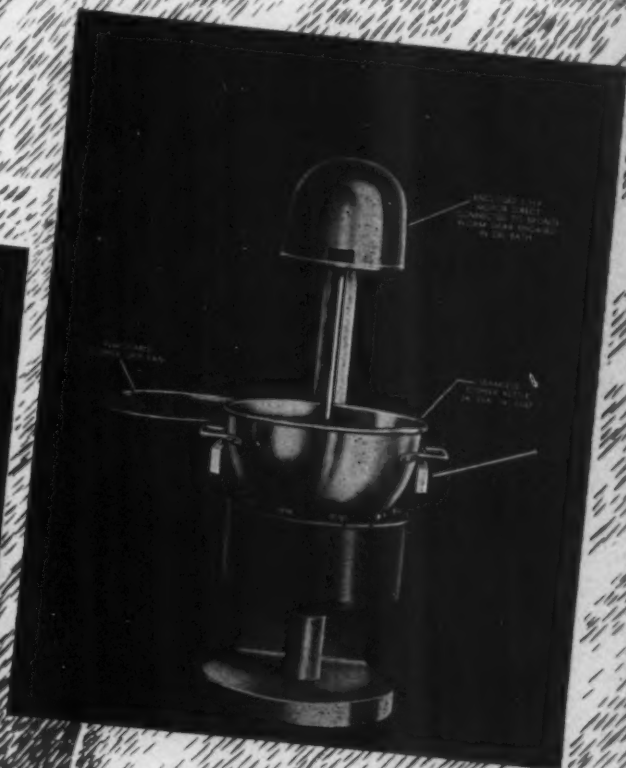
Ign. Rieger,  
22 Allenby Rd., P.O. Box 2491,  
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311 - 2nd Ave. W.  
Vancouver, B. C.

Ernst Schmid,  
Drottninggatan 87,  
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# THE DUBIN HYDRO-LIFT FIRE MIXER

AT THE CONFECTIONERY INDUSTRIES EXPOSITION



CONFECTIONERY INDUSTRIES  
EXPOSITION  
BOOTH 101  
HOTEL STEVENS, CHICAGO, ILL.  
MAY 25-29

R. M.

# DUBIN

CORPORATION

CONFECTIONERS' MACHINERY

2500 SOUTH SAN PEDRO STREET •

LOS ANGELES 11, CALIFORNIA

for May, 1947

page 29



# DIRECTORY OF EXHIBITORS

Confectionery Industries Exposition During N. C. A. Convention

May 25-29, at the Hotel Stevens, Chicago

*Note: The exhibitors listed in boldface type have further described their products in the Advertising Pages of THE MANUFACTURING CONFECTIONER.*

**AMERICAN MACHINE & FOUNDRY CO.**, 511 Fifth Ave., New York 17. Booth No. 404. Rose candy forming and wrapping machines, AMF Glen mixing machines. In attendance: B. L. Ahrens, R. W. Fuller, A. Simpson, F. E. Youngdahl and Kurt Zauke.

**AMERICAN MAIZE PRODUCTS CO.**, 100 E. 42nd St., New York. Booth No. 511. Corn syrup, corn starch, corn syrup solids.

**AMERICAN SUGAR REFINING CO.**, 120 Wall St., New York. Booths No. 406. Cane sugar for confectioners.

**AMSCO PACKAGING MACHINERY, INC.**, 31-31 48th Ave., Long Island City 1. Booth No. 310. Amsco high speed rotary bag sealing machines, Amsco foot operated bag sealers. In attendance: E. E. Messmer, John Sylvester, E. Watson, S. Watson and F. Czifra.

**T. H. ANGERMEIER & CO.**, 245 Seventh Ave., New York. Booth No. 409. Veg-A-Loid.

**ANHEUSER-BUSCH, INC.**, 721 Pestalozzi St., St. Louis. Booth No. 309. Refined corn oil, corn starch, corn syrup.

**ARNOLD-BLAIR CORP.** Booth 46.

**ATLANTIC GELATIN CO., INC.**, Hill St., Woburn, Mass. Booth No. 502. Food, pharmaceutical and photographic gelatins.

**WALTER BAKER CHOCOLATE & COCOA-DIVISION GENERAL FOODS CORP.**, Pierce Square, Dorchester, Mass. Booth No. 506. Chocolate and cocoa. In Attendance: A. E. Fest, E. G. Derby, A. C. Quale, W. O. Berbrick, H. W. Levasseur, C. R. Phoenix, H. W. Thomas, L. E. Pierce, Fred Pierce, Herbet Thiele, R. W. Gries, J. P. Gray, Wayne Pence, Wm. Anderson, R. Hulsey, H. A. Van Gestal, W. H. Kansteiner, W. H. Kansteiner, Jr. and Buck Buckanan.

**WM. M. BELL CO.**, 740 N. Franklin St., Chicago. Booth No. 27. Vanilla extracts, vanilla concentrates, flavoring extracts, emulsions and colors. In attendance: J. A. Weidler, A. B. MacPhail and O. P. H. Kaut.

**PAUL X. BERGIN CO.**, representing Deluxe Craft Mfg. Co., 1908 Central St., Evanston, Ill. Booth No. 26. Leatherette boxes. In attendance: E. H. Bergin.

**BLANKE-BAER EXTRACT & PRESERVING CO.**, 3224 S. Kingshighway, St. Louis, Booth No. 513. Dipping fruits, confectioners' fruit purees, true fruit extracts, vanilla extracts, hard candy flavors. In attendance: Dr. S. H. Baer, Miller Winston, A. H. Knese, C. R. Klokorn, L. T. Skidmore.

**BRAMLEY MACH. CORP.**, 15 Park Row, N. Y. 7. Booth 40. Bramley Mill, Beken Duplex Dough Mixer, Liquid mill Stone Dressing Machine. In attendance: B. M. Halpern, F. Brandt and M. H. Luhne.

**BRAZIL NUT ADVERTISING FUND**, 60 Hudson St., New York. Booth No. 209. How candy industry can use brazil nuts.

**BURKE PRODUCTS CO., INC.**, 317 W. Hubbard St., Chicago. Booth 14.

**BURRELL BELTING CO.**, 401 S. Hermitage Ave., Chicago 12. Booth No. 5. Cooling tunnel belting and plaques. Treated and untreated endless belts. Caramel cutter boards. Cocoa press pads. Splicing cement and tape. In attendance: E. F. Mayer, P. J. Buss, J. M. Moyer, H. G. Aylesworth, Carrol Aylesworth, W. H. Jenks, C. B. Turner.

**CALIFORNIA ALMOND GROWERS EXCHANGE**, 1802 C St., Sacramento, Cal. Booth No. 501. Blue Diamond Almonds. In attendance: D. Morrison, J. Axer and C. H. Muller.

(Please turn to page 33)

## SAVAGE BROS.!

### IMPROVED MARSHMALLOW BEATER

Is NOW Out of the Blue Print Stage

.... and is offering the improved features of OUTSIDE STUFFING BOXES, ALL STAINLESS STEEL, NEW TYPE DRAWOFF, ALUMINUM LEGS—NO PAINT—Assuring sanitation.

Manufactured in two sizes—80 and 110 gallon capacities

See This and Other Equipment at Our Booth

Since 1855



## SAVAGE BROS. CO.

Over 91 Years Manufacturing Quality Food Equipment

2638 GLADYS AVE.

CHICAGO 12, ILL.







✓ Always at Anheuser-Busch the wheels of industry hum to a busy, inspiring theme song — "Make it better . . . make it better . . . make it better."

# ✓ STARCHES

# ✓ CORN SYRUP



Corn Products Department

# ANHEUSER-BUSCH, INC.

SAINT LOUIS, MISSOURI



And that's why Centrol is the preferred lecithin today...the choice of more and more of the largest users who want predictable lecithin results in precision formulas

When you decide that Centrol is the best lecithin for you, you can be sure that Centrol will *go on* being your best lecithin. For Centrol fits your formulas and stays fitted, never requires formula concessions, doesn't need shipment-by-shipment laboratory tests.

**Why?** Because the Centrol you get, in any shipment, comes direct from laboratory controlled production which supervises every step of processing from the soybean to the finished product. That's possible only because Central Soya does all its own processing in one continuous chain of operations. It's possible because Central Soya recognizes the importance of consistently superior lecithin characteristics and knows how to maintain them...choosing only select quality yellow soybeans and using the most modern methods and equipment, including a special deodorizing process.

**MANY TYPES OF CENTROL** are available for various applications—in 25, 50, 125, 215 and 500 pound drums.

A product of CENTRAL SOYA COMPANY, INC., Dept. MC-5 Ft. Wayne 2, Indiana. One of the world's largest soybean processors. Canada Distributor: H. Lawton & Co., Toronto

**TO THE MANUFACTURING  
CONFECTIONER . . . CENTROL (LECITHIN)  
BRINGS THESE ADVANTAGES:**

- Maximum reduction of chocolate viscosity per unit of Centrol used
- Easier mixing and handling through reduction of surface tension
- Finer, smoother finish, longer-lasting freshness through better dispersal of fats
- Neutrality of odor and blandness of flavor

Write, today. Tell us of your present or contemplated use. We'll gladly send you a *free sample* of the type best suited to your needs.



# CENTROL

## LECITHIN

Laboratory-controlled from bean to finished product

## Exposition Directory

(Continued from page 30)

**CALIFORNIA FRUIT GROWERS EXCHANGE**, Products Dept., Ontario, Cal. Booth No. 503. Exchange citrus pectin for confectioners, exchange oil of lemon U.S.P., exchange oil of orange U.S.P., exchange citric acid U.S.P. In attendance: M. L. Chapman, T. F. Baker, E. L. Rhoads, D. R. Thompson, J. P. Haman, C. E. Scovern, L. C. Gallagher and J. A. Finley.

**CANDY INDUSTRY**, New York. Booth No. 47.

**CAYOL FOODS** (Div. of Assoc. Activities, Inc.), 626 3rd Ave. N., Minneapolis, Minn. Booth No. 16. Fruit balls for dipping, honeyed fruits in gift packages for holidays. In attendance: S. H. Cargill, Mrs. S. H. Cargill, C. N. Brooks, F. W. Findeisen and Mrs. F. W. Findeisen.

**CENTRAL SOYA CO., INC.**, 300 Fort Wayne Bank Bldg., Fort Wayne, Ind. Booth No. 203. Central Soya albumen, Central Lecithin, Central soy flour products. In attendance: E. W. Jackson, Don Sincroft, Herb Ireland, H. Kuehn, D. E. Downs and J. R. Turner.

**CENTRAL STATES PAPER & BAG CO.**, 5221 Natural Bridge, St. Louis. Booth No. 508. Transparent acetate candy boxes. In attendance: E. D. Abramson, M. L. Abramson, N. Fromherz, S. L. Abramson and R. Berkenfeld.

**CHOCOLATE SPRAYING CO.**, 2027 W. Grand Ave., Chicago. Booth No. 3. Chocolate spraying systems, chocolate pumping and tempering units, chocolate decorator's. In attendance: L. Latini, E. Latini, J. Latini and J. Sheffman.

**CHRISTO POULOS**. Booth 39.

**W. A. CLEARY CORP.**, New Brunswick, N. J., Chicago. Booth No. 407. Clearate (lecithin), Clearfla (butter flavor). In attendance: W. A. Cleary, L. R. Cook, H. J. Thurber, J. M. Flynn and G. F. Reid.

**CLINTON INDUSTRIES, INC.**, Clinton, Ia. Booth No. 505. Corn Syrup, Dextrose, corn starches and lactic acid. In attendance: R. E. Clizbe, Mrs. N. Jensen, H. A. Bendixen, M. R. Owens, A. C. Junge, W. M. Krafft, Geo. Heath and R. B. Young.

**CONFECTION MACHINE SALES**, 30 N. La Salle St., Chicago 2. Booth No. 30. Instant and continuous fondant machines. C. Bonheimer, Paul Bonheimer, Hugo Eisenmenger, Ed. Zeisler, Al Ricklin.

**THE CONFECTIONER**, Milwaukee. Booth No. 21.

**CONFECTIONERS JOURNAL**, Philadelphia. Booth No. 9.

**CONFECTIONERY-ICE CREAM WORLD**, New York. Booth No. 43.

**CORN PRODUCTS SALES CO.**, 17 Battery Place, New York 4. Booth No. 208. Confectioners' corn syrups, starches, Cerelese (pure Dextrose). In attendance: R. R. Adams, A. G. Peterson, J. E. Walz, J. H. Healey, E. W. Schmitt and J. M. Krno.

**CRYSTAL TUBE CORP.**, 538 S. Wells St., Chicago 7. Booth No. 510. Converters and printers of cellophane, foil, glassine and rigid transparent containers. In attendance: Officials and sales staff of company.

**H. K. DECATUR & CO.** Booth 22.

**DECORATIVE ART GLASS CO.**, 2831-33 N. Pulaski Road, Chicago. Booth No. 23. In attendance: P. Paisner, L. Finder, Mrs. B. Paisner and Mrs. H. Finder.

**DOUGHBOY INDUSTRIES, INC.**, New Richmond, Wis. Booth 41. Sealing Machines.

**R. M. DUBIN CORP.**, 2500 San Pedro St., Los Angeles 11. Booth No. 101. "Hydro-Lift" Fire Mixer and other candy equipment. In attendance: R. M. Dubin.

**E. I. du PONT de NEMOURS & CO., INC.**, "Cellophane Division," Wilmington, Del. Booths No. 306. Cellophane.

**FOOD MATERIALS CORP.**, 2521 W. 48th St., Chicago 32. Booth No. 405. Flavoring extracts.

**FOOTE & JENKS**, 241-255 W. Euclid Ave., Jackson, Mich. Booth No. 18. Flavors for creams, bon bons, hard candies, gums, jellies, marshmallows, caramels, bar goods, nougates, crunches, turkish paste. In attendance: P. W. Thurston, T. J. Torjusen and S. Ross.

**GARDEN FRUIT SPECIALTIES CO., INC.**, 530 Tenth Ave., N. Y. 18. Booth 36. Fruit Chips.

**GENERAL FOOD SALES CO., INC.**, Franklin Baker Division, 15th & Bloomfield St., Hoboken, N. J. Booth No. 304. Coconut and malted kernels brand cereal food.

**J. W. GREER CO.**, 119 Windsor St., Cambridge, Mass. Booth No. 210. Confectionery and baking machinery. In attendance: F. W. Greer, D. S. Greer, C. R. Greer, F. H. Behn and C. B. Turner.

**HARRY HOLLAND & SON, INC.**, 400 W. Madison St., Chicago 6. Booth No. 107. Sales Representative for Bump

(Please turn to page 34)

## SAVAGE BROS. IMPROVED CHOCOLATE OR CREAM PUMP

Is NOW Out of the Blue Print Stage

---- and is offering the improved features of 2" or 3" INLET and OUTLET, GEAR HEAD MOTOR, COMPLETE UNIT MOUNTED ON SINGLE BASE, NO SPRINGS ON BLADES TO WEAR OUT, SIMPLE IN OPERATION—REPLACEMENT AT MINIMUM.

See This and Other Equipment at Our Booth

Since 1855

VISIT US  
AT  
BOOTH 504

## SAVAGE BROS. CO.

Over 91 Years Manufacturing Quality Food Equipment

2638 GLADYS AVE.

CHICAGO 12, ILL.





## Exposition Directory

(Continued from page 33)

Pump Co. and I. P. Callison & Sons, makers of west coast peppermint oil. In attendance: R. L. Holland, S. M. Lind and J. Barron.

GEO. A. HORMEL CO., Austin, Minn. Booth 509.

**THE HUBINGER CO., 601 Main St., Keokuk, Ia. Booth No. 202.** Corn Syrup, corn starch. In attendance: R. S. Fisher, R. L. Krueger, A. M. Robinson, H. S. Brightman and Geo. Hines.

**HUGE CO., THE, 3664 Washington Ave., St. Louis 8. Booth No. 13.** Insecticides and Rodenticides.

**IMPORTED DELACACIES CO. INC., 150 Spring St., N. Y. 12. Booth 6.**

**INTERNATIONAL CONFECTIONER, New York. Booth No. 4.**

**KAVERT STUDIOS, 15 W. 38th St., New York City. Booth No. 19.** Packaging technicians, lithographed candy tins. In attendance: M. Kaplan, M. M. Ferne and M. Feinstein.

**A. KLEIN & CO., INC., 113-119 W. 17th St. New York 11. Booth No. 35.** Candy boxes exclusively. In attendance: Jos. Ehrenfeld and Wm. Michaelis.

**KOBRO PRODUCTS. Booth 20.**

**H. KOHNSTAMM & CO., Inc., 89 Park Pl., New York 7. Booth No. 308.** Certified food colors and flavoring extracts.

**J. M. LEHMANN CO., INC., 550 New York Ave., Lyndhurst, N. J. Booth No. 33.** Chocolate machinery. In attendance: E. E. Mueser and Geo. Jack.

**LYNCH PACKAGE MACHINERY CORP., 3600 Summit St., Toledo 1. Booth No. 410.** Automatic Packaging Machinery for confectionery products. Mod. R. A. Side Intake Wrap-o-matic and Mod. S. W. machine for wrapping peanut butter sandwiches, cookies, etc.

**THE MANUFACTURING CONFECTIONER PUBLISHING CO., 400 West Madison St., Chicago 6. Booth No. 34.** Publishers of: The Manufacturing Confectioner, Candy Merchandising, Candy Buyers' Directory, The Blue Book for Manufacturing Confectioners, Candy Packaging, Candy Equipment Preview. In attendance: Mrs. E. R. Allured, C. C. Hall, E. E. Hinkle, W. C. Copp, H. A. White, Mrs. J. Mercier, Miss Doris Keating, Mrs. Betty Matousek.

**MARCO COMPANY, INC., Third & Church St., Wilmington 50, Del. Booths No. 48.** Marshmallow unit, chocolate tempering unit, chocolate nibs unit. In attendance: R. F. Sparrow, B. S. Dawes, H. D. Glenn, and G. E. Lippman.

**MERCK & CO., INC., Rahway, N. J. Booth 31.** Citric acid, cream of tartar, milk sugar, tartaric acid, vitamin B<sub>1</sub>, riboflavin, niacin, ascorbic acid. In attendance: W. A. Rothermel, C. W. Matson and J. R. Warren.

**MILLER WRAPPING & SEALING MACHINE CO., 18 S. Clinton St., Chicago 6. Booth No. 310.** The Corley-Miller Mod. MPUS wrapping machine, The Corley-Miller Mod. BL "sheeter-gluer", the Corley-Keller sandwich maker and Corley automatic sandwich wrapping machine, hot plates and heat sealing irons. In attendance: M. H. Corley, J. P. Corley, R. H. Freeman, P. G. Freeman, F. J. Faletti, C. W. Montgomery, W. O. Harper and A. C. Prosser.

**MILPRINT, INC., 431 W. Florida St., Milwaukee. Booth No. 305.** Candy wrappers (rolls or sheets), bags, displays, advertising (lithography and letterpress) display cartons. R. E. Hanson, Wm. Heller, Bert Heffer, S. Green, H. Heller, Jr., H. Jones, J. S. Sevich, Jr., C. Williams, L. R. Zimmerman.

**MURNANE PAPER CO., 153 W. Ohio St., Chicago 10. Booth No. 15.** Base cards, trays, dividers and cardboard rolls for automatic wrapping machines. In attendance: J. H. Murnane, R. M. Gleason and H. Murnane.

**FRANK S. NANNA CO., 700 S. Kilbourn Ave., Chicago 24. Booth No. 45.** Continuous marshmallow whipper machine. In attendance: F. S. Nanna and R. S. Hislop.

**NATIONAL EQUIPMENT CO., 3640 Main St., Springfield, Mass. Booth No. 24, 25.** Equipment.

**NATIONAL SUGAR REFINING CO., 129 Front St., New York. Booth No. 37.**

**THE NULOMOLINE CO., 120 Wall St., New York 5. Booth No. 401.** Nulomoline (standardized invert sugar), Convertit (standardized invertase), molasses and syrups. In attendance: T. M. Holicky, J. A. King, C. E. Henry, Karl Fromm, J. E. Coolbroth, Jr., E. F. Widmayer.

**PACKAGE MACHINERY CO., 132 Birnie Ave., Springfield, Mass. Booth No. 301.** Wrapping machines. In attendance: G. A. Mohlman, R. L. Putnam, T. Miller, C. R. Strehlau, J. R. Tindal, N. Lyon, B. Kerber, J. Kelly, R. Lyons, E. A. Wagner.

## SEE SAVAGE BROS.' IMPROVED FIRE MIXER

**At the NCA Convention - Stevens Hotel - June 25-29**

**Offering the Following New Features**

- Low Carbon Steel Castings
- Gear Head Motor
- V-Belt Drive
- Stainless Steel Cream Can
- New Type Thermometer
- Lowers Maintenance Cost

The Fire Mixer can be purchased with single or double action agitators. Added attachments which can be bought are stainless steel drip pans and stainless steel cream pan.

**Since 1855**

**See This and Other Equipment at Our Booth**

## SAVAGE BROS. CO.

**Over 91 Years Manufacturing Quality Food Equipment  
2638 GLADYS AVE. CHICAGO 12, ILL.**

**VISIT US  
AT  
BOOTH 504**





**PACK-RITE MACHINES, Milwaukee, Wis. Booth 42.**

**PENICK & FORD, LTD., INC., New York City, Cedar Rapids, Ia. Booth No. 2.** Penford crystal corn syrup un-mixed, Nectose corn syrup, Douglas confectioners moulding starch, Douglas confectioners special moulding starch, Douglas confectioners thin boiling starch, Douglas "C" thin boiling starch and Penford caramel color. In attendance: D. P. O'Connor, N. M. Kennedy, H. A. Harvey, W. J. Brown, A. E. Brooks, G. C. Callerman, N. Vance, Jr., O. W. Johnson, R. R. Allison, H. A. Horan, O. H. Tousey, P. G. Wear and J. A. Kooreman.

**THE C. M. PITT & SONS CO., Key Highway, Boyle & Harvey Sts., Baltimore 30. Booth No. 103.** Maraschino dipping cherries, glace fruits, crushed nuts, flavors and syrups. In attendance: W. D. Pitt, G. F. Reid, H. J. Thurber, H. P. Thompson, A. C. Beall.

**RADIO CORP. of AMERICA. Booth 28, 29.**

**REYNOLDS METALS CO., Richmond, Va. Booths No. 204-5.** Foil wraps, foil bags, cartons, and boxes.

**ROSS & ROWE, INC., 50 Broadway, New York 4, Wrigley Bldg., Chicago 11. Booth No. 1.** Lecithin, Placto milk products and Fries flavors. In attendance: J. E. Rowe, W. F. Schlesinger, J. E. Lynch, O. M. Stout, J. P. Book-er and H. R. Smith.

**SAVAGE BROS. CO., 2638-46 W. Gladys Ave., Chicago. Booth No. 504.** Confectionery equipment. In attendance: R. J. Savage, Sr., R. J. Savage, Jr., R. E. Savage, Messrs. Emmerson, Halpin, Linden, Oscar Segrin, E. Jaeger, R. M. Bender, A. L. Bausman, H. M. Sprague.

**F. J. SCHLEICHER PAPER BOX CO., St. Louis. Booth No. 303.** Fancy candy boxes including special day boxes.

**SENNEFF-HERR CO., 208 4th Ave., Sterling, Ill. Booth No. 507.** Nougat whip, Hand roll creme, X-L caramel paste, Vac-Milk, Bon bon Shino, and big 3 Jell powder. In attendance: B. F. Kreider, L. Kreider, F. May, G. L. Hauger, B. Welcher, D. Metzger, H. May and Chas. Kreider.

**SIMPLEX WRAPPING MACHINE CO., 534 23rd Ave., Oakland 6, Cal. Booth No. 310.** Simplex high speed automatic bag maker and new attachments. In attendance: R. Gaubert and C. H. Doty.

**SPARKLER MFG. CO., Mundelein, Ill. Booth 32.**

**SPECIALTIES APPLIANCE CORP., 341 E. Ohio St., Chicago 11. Booth No. 38.** Specialty nut roaster and cooling table and Specialty potato chip cooker. In attendance: R. T. Keating, J. Oldham and J. Peccia.

**A. E. STALEY MANUFACTURING CO., Decatur, Ill. Booth No. 206.** Corn and soy bean products.

**SYLVANIA INDUSTRIAL CORP., 122 E. 42nd St., New York. Booth No. 201.** Cellophane. In attendance: A. J. Horgar, J. B. Baughman, C. C. Carter, K. K. Clorn, H. A. Hansen, G. W. Kindt, P. E. Lawrence, L. E. Nesh, W. J. Butler, E. P. Neiweem, R. D. Handley.

**TRAVER CORP., 358-368 W. Ontario St., Chicago 10. Booth No. 512.** Showing a complete line of packaging materials. In attendance: G. W. Traver, P. C. Traver, R. N. McCreary, C. H. Harder, H. Nock, G. W. Green, V. J. Sheridan, H. B. Tighe, F. Rodenberger, C. D. Ackerman, C. W. Dickinson, L. Jutrash, F. Hageman, C. Harder, Miss L. Haderlein, Miss P. Lang, Miss P. L. Maley, Geo. Watts and A. K. Cockerell.

**C. E. TWOMBLY CO., 146 Mystic Ave., Medford, Mass. Booth No. 17.** Candy cups, glassine, aluminum foil, liners.

**UNION CONFECTIONERY MACHINERY CO., INC., 318-22 Lafayette St., New York. Booth No. 44.** Equipment.

**UNION SALES CORP., distributor for Union Starch & Refining Co., Columbus, Ind. Booth No. 408.** Products from corn.

**VACUUM CANDY MACHINERY CO., (Racine Confectioners' Machinery Co.), 15 Park Row, New York 7. Booth No. 402.** Simplex cookers, Vacuum cookers and coolers, cooling slabs, batch rollers, plastic tablet machine, cream depositors, chocolate depositors, sucker machines, chocolate melters, two way cutters, cream beaters, etc. In attendance: C. J. Covert, J. L. Raffetto, W. F. Moore, R. S. Hislop, E. D. Caboon, J. B. Laws and C. B. Turner.

**VOSS BELTING & SPECIALTY CO., 5301 Ravenswood Ave., Chicago 40. Booth No. 104.** Belting and canvas specialties for candy industry. Hi-Gloss plastic cooling tunnel belt. In attendance: J. H. Voss, Sr., J. H. Voss, Jr., R. J. Voss, W. E. Frandsen and J. M. Carver.

### EXPOSITION HOURS

<b>SUNDAY</b>	<b>12 Noon to 3:30 P.M.</b>
<b>MONDAY</b>	<b>10 A.M. to 10 P.M.</b>
<b>TUESDAY</b>	<b>10 A.M. to 7:30 P.M.</b>
<b>WEDNESDAY</b>	<b>10 A.M. to 6 P.M.</b>
<b>THURSDAY</b>	<b>10 A.M. to 2 P.M.</b>

**WARFIELD CHOCOLATE DIVISION, The Warfield Co., 536 W. 22nd St., Chicago. Booth No. 403.** Chocolate coatings and liquors, bulk cocoa and bon bon coatings. In attendance: J. D. Warfield, P. M. Hershey, F. E. Nelson, C. D. Elliott and G. A. Kerwin.

**WEGNER MACHINERY CORP., 35-41 W. 11th St., Long Island City 1. Booth 108.**

**WEINMAN BROTHERS, Inc., 325 N. Wells St., Chicago 10. Booth No. 106.** Complete line of transparent plastic boxes for packaging confectionery, nuts and allied products. In attendance: A. Weinman, M. Weinman, and R. Heckendorf.

**JOHN WERNER & SONS, INC., 713-29 Lake Ave., Rochester, N. Y. Booth No. 207.** Confectionery machinery.

**WHITE-STOKES CO., Inc., 3615 Jasper Place, Chicago 9. Booth No. 8.** Superkreme, Whisto Solids Fondax, Whisto Jel. etc. In attendance: J. E. Stokes, E. R. Holmes, J. A. Brown, E. G. Davisson, C. A. Dillon, C. F. Simpson, R. L. Greene, J. W. Lawrence, H. Conner and H. McKenna.

**WHITSON PRODUCTS DIVISION OF THE BORDEN CO., 350 Madison Ave., New York. Booth No. 307.** Soyco, Silver Whip, soy protein for candy enrichment, powdered vanillas, soynuts, whole nuts, coarse and fine toppers, meal and solted soyettes. In attendance: G. H. Stuart, H. B. Hadfield, K. F. Rolph, N. Tanis, J. E. Yeager, R. C. Owens, E. W. Crandall, H. G. Butler and H. F. Osterheld.

## 1947 ARC Convention Program

(Continued from page 26)

### Wednesday, May 28

**MORNING:** Visit Allied Trades Exhibits, Walton Room, Main Floor.

**MORNING:** Candy Clinic Exhibits must be put in place before 1:00 P.M.

**12:15 P.M. Luncheon—French Room—Main Floor. Members and Guests.**

**1:30 P.M. A.R.C. Candy Clinic.**  
Master of Ceremonies—Jack Mavrakos, Mavrakos Candy Co., St. Louis, Mo.

**4:00 P.M. Unfinished Business.**

**5:00 P.M. Report of Nominating Committee.**  
Election and Installation of Officers.

**5:30 P.M. Adjournment.**

Visit National's Booths 24 & 25  
at the N.C.A. Exposition  
Revens Hotel, Chicago . . . May 25-29

# NATIONAL

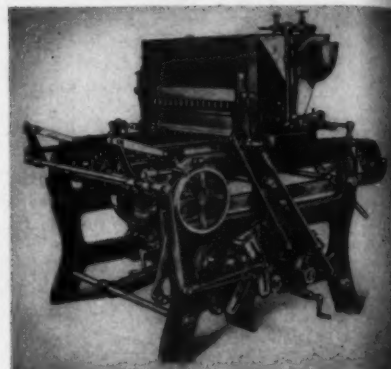


IS NOW

# *Delivering!*

ORDERS PLACED  
NOW . . . GET  
IMMEDIATE  
ACTION!

## THE CANDY IN

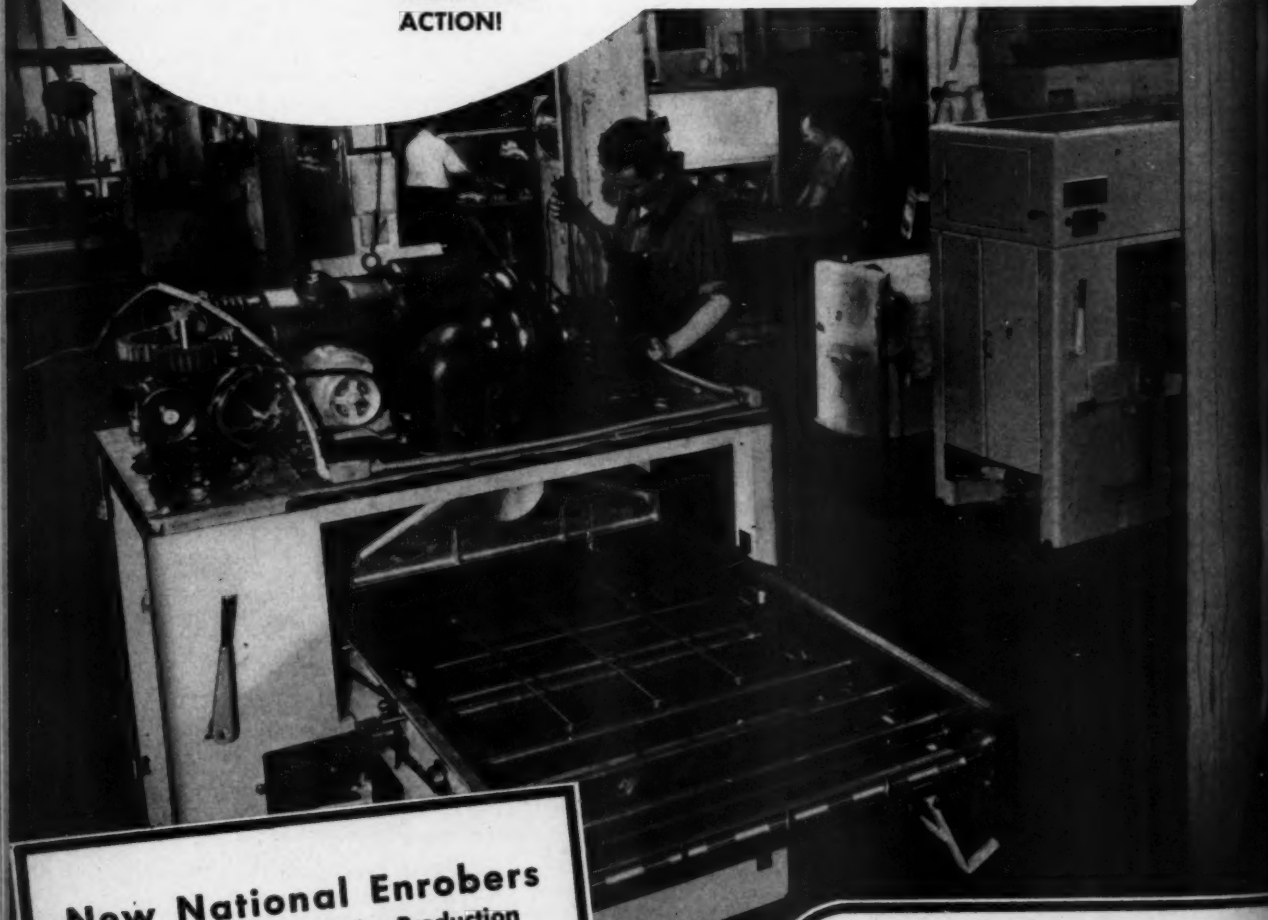


### NEW, HEAVY-DUTY DEPOSITOR

Performs smoothly under peak load strains. Accurate operation for increased output with multiple row pump bars assured by heavier frames and perfectly balanced construction. Vibrationless performance prevents any disturbance to the starch mold impression.

STAINLESS  
STEEL

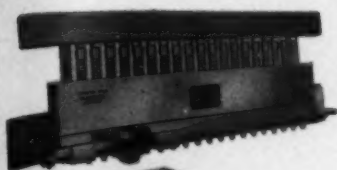
Specialty  
proof opera-  
tion, simple  
to fit any



**New National Enrobers**  
— Now Coming Off the Production  
Lines . . . **25 at a Time!**

## NATIONALE

# INDUSTRY'S FINEST EQUIPMENT



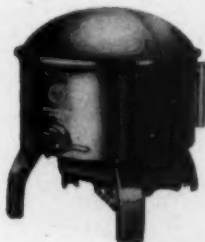
## HYDRO-SEAL PUMP BARS (PATENTED)

No washers! . . . No Soaking! . . . No repairs!  
Production keeps rolling! Patented grooved-type Stainless Steel Pistons eliminate scoring, wear and replacement problems.



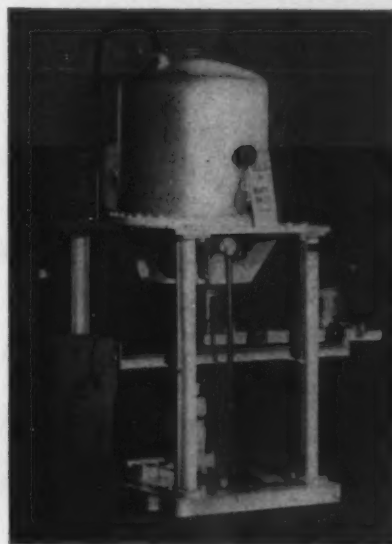
## STAINLESS STEEL HOPPERS

Specially welded construction provides absolute leak-proof operation. Use of stainless steel prevents corrosion, simplifies cleaning, promotes sanitation. Made to fit any National Depositor ever made. Early delivery!



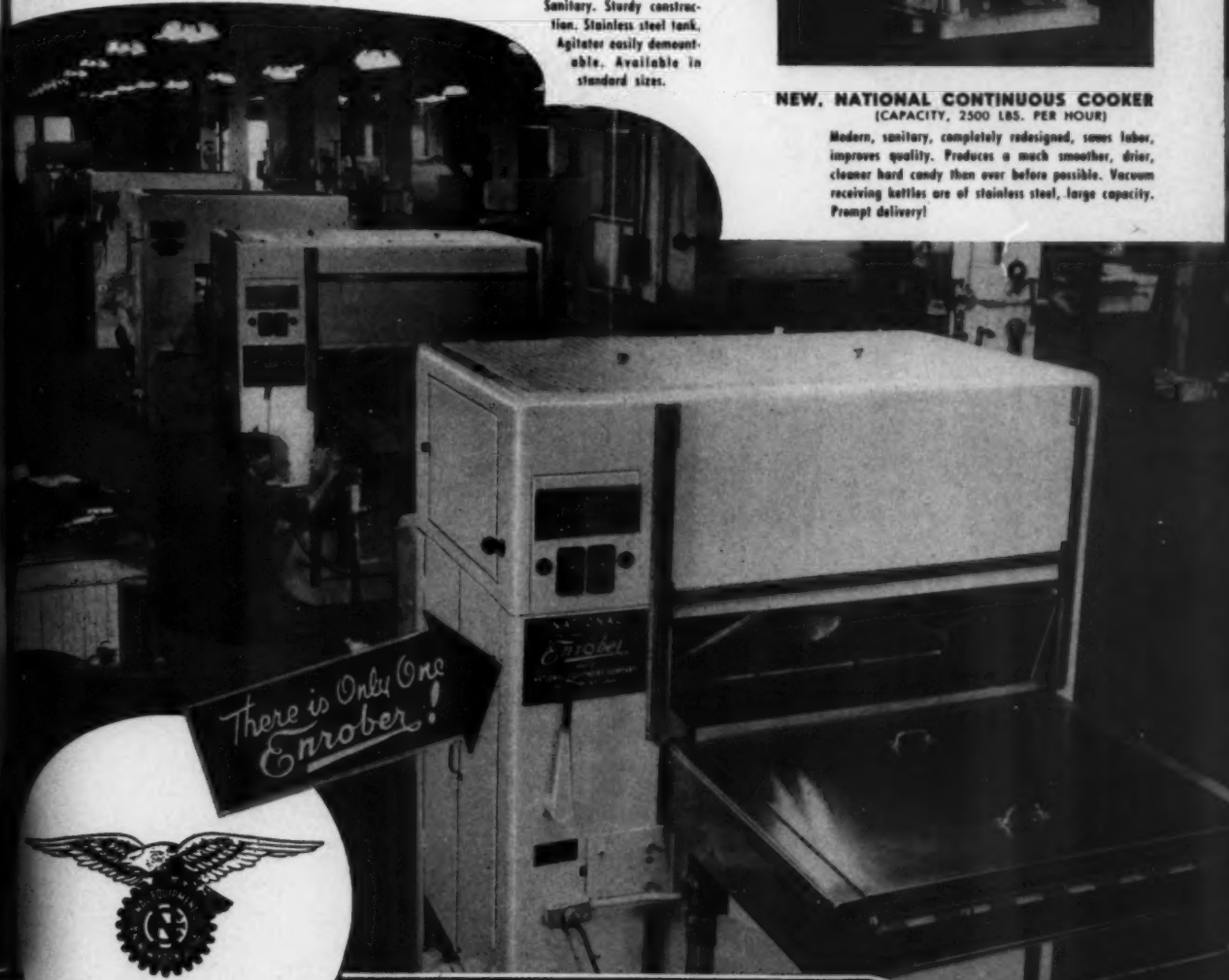
## CHOCOLATE MELTING KETTLES

Sanitary. Sturdy construction. Stainless steel tank. Agitator easily demountable. Available in standard sizes.



## NEW, NATIONAL CONTINUOUS COOKER (CAPACITY, 2500 LBS. PER HOUR)

Modern, sanitary, completely redesigned, saves labor, improves quality. Produces a much smoother, drier, cleaner hard candy than ever before possible. Vacuum receiving bottles are of stainless steel, large capacity. Prompt delivery!



*There is Only One  
Enrober!*



# SALE EQUIPMENT CORP.

153-157 CROSBY STREET • NEW YORK 12, N. Y.





# FLAVOR FAVORITES



D E L C A

Butterscotch	Raspberry	Maple
Cherry	Rum and Butter	Strawberry
Grape	Toffee	Mocha

## POLAK'S FRUTAL WORKS INC.

36-14 35th Street Long Island City 1, New York



## How to Make Cast Chocolate

# COATED CREAMS

By WALTER L. RICHMOND

Plant Superintendent, D. Goldenberg, Inc., Philadelphia



Walter L. Richmond

**T**HIS HIGHLY INFORMATIVE article introduces the first of a series on candy manufacture and candy problems prepared exclusively for THE MANUFACTURING CONFECTIONER by Walter L. Richmond, plant superintendent for D. Goldenberg, Inc., Philadelphia. The complete series will later be published in book form by THE MANUFACTURING CONFECTIONER as a complete, authoritative, and convenient reference volume covering all phases of candy manufacture. The accompanying formulae—also by Mr. Richmond—are time-tested by years of experience in manufacturing.

Mr. Richmond is one of the few remaining old-time candy superintendents and is well versed in the art of retail and wholesale candy making. In candy manufacture since 1906, Mr. Richmond incorporates in his writing years of practical experience and thorough familiarity with year-after-year new developments in the confectionery industry. By dividing the art of candy making into three operations, and by carefully and skillfully explaining the reasons for each operation in step-by-step analysis, he offers valuable "know how" to all candy manufacturers and their personnel.

**C**AST CHOCOLATE coated creams of the correct consistency and texture, whether they be of the flowy or solid type, can be made with little difficulty if a knowledge of the raw materials used in their manufacture and the correct production method is acquired and practised.

The following formula is for a hand or machine dipped cream with a plastic body which needs a fairly heavy coating of chocolate to insure against breakage and leaking.

The principles outlined below can be applied to creams of a soft or more solid body. The heavier bodied creams, such as chocolate drops, are in themselves strong bodied enough to withstand handling, and a smaller percentage of chocolate coating can be used.

### Operations Required:

Operation 1.—Ingredients and cooking actions.

Operation 2.—Mixing, casting, and coating.

Operation 3.—Unsatisfactory results; cause and remedies.

### Formula A

Fondant—(Part 1)

100 lbs. sugar

4½ gal. water

Cook to 235 degrees—add

### CHOCOLATE COVERED CAST CREAMS

VERY SOFT FLOWING CENTER  
—HAND DIP.

Part 1

#### FONDANT:

100 lbs. standard or medium  
granulated sugar

4½ gal. water

Cook to 235 degrees. Add

50 lbs. corn syrup

Cook to 242 degrees. Pour onto  
clean ball type beater that has  
been lightly sprinkled with wa-  
ter.

Sprinkle top of batch lightly with  
water.

Cool to temperature of approxi-  
mately 120 degrees.

Drain water from jacket of beater  
so that continued cooling will  
not take place.

Start mixer and add:

10 lbs. egg frappe No. 1 (See  
remarks below for informa-  
tion).

Cream up and place in remelt  
mixing kettle. Add

Part 2

#### BOB:

15 lbs. sugar

1 gal. water

Cook to 215 degrees (Winter) 218  
degrees (Summer).

Mix Part 1 and Part 2.

Flavor to suit requirements. Add

10 rounded teaspoons of cream  
of tartar, mixed with enough wa-  
ter to make a thin paste.

Mix and Heat to 135-140 degrees.

Cast in dry starch. Let set over-  
night.

Next morning shake out of starch  
and hand dip in good grade of  
chocolate coating.

#### REMARKS:

This formula produces a very soft  
flowing center. Does not make  
a satisfactory crushed fruit cen-  
ter. The bob for this batch is  
really a crystal syrup. The same  
action takes place here that oc-  
curs in a crystal syrup as it  
cools; i.e., the surplus sugar  
comes to the surface of the cast  
creams and causes a sugar crust  
or shell to form.

Do not change consistency of cen-  
ters by varying cook of bob.  
Add to or take away from the  
amount of bob used if a softer  
or firmer cream is desired.

The addition of the frappe at the  
start of the creaming process  
is not recommended as the us-  
ual practice. In this paraticular  
batch a gummy fondant is  
needed to insure against short-

ness, and the pure sugar bob produces the necessary shell of the centers.

**FRAPPE:**

Use a commercial Frappe containing 1 lb. Egg Albumen (dry basis) to 100 lbs. of Frappe. Firms desiring to make their own frappe, see Formula No. 492.

**UNSATISFACTORY RESULTS:**

See section on this in accompanying article.

**SEMI-FLOWING SOFT  
CENTER—HAND DIP**

*Part 1*

**FONDANT:**

100 lbs. standard or medium granulated sugar  
4½ gal. water

Cook to 235 degrees. Add

30 lbs. corn syrup

Cook to 244 degrees.

Fondant may be run on ball type, dough mixer, or cylinder beater. Use same proportions if larger batches are made.

Cool to approximately 120 degrees before creaming up.

Place fondant in remelt mixing kettle. Remelt slightly and add 5 lbs. invert sugar

12 lbs. egg Frappe (See Remarks for information)

*Part 2*

**BOB:**

Mix until smooth—add

20 lbs. sugar

25 lbs. corn syrup

Water to dissolve

Cook to 233 degrees.

Mix Part 1 and Part 2 and heat to 140-145 degrees.

Flavor to suit requirements.

When well mixed, deposit into dry starch.

Let set overnight.

Shake out and hand dip.

**REMARKS:**

These centers have a smooth, creamy texture and must be handled with care. Notice procedure of mixing ingredients—slightly remelt fondant, add invert sugar and frappe *before* adding bob. Some candy makers claim that frappe should always be added after bob. However, the method advocated here has proven very satisfactory and produces a smooth creamy center.

**FRAPPE:**

Use any good grade commercial frappe containing 1¾ lbs. egg albumen (dry basis) to each 100 lbs. of frappe.

**UNSATISFACTORY RESULTS:**

See accompanying article.

30 lbs. corn syrup  
Cook to 244 degrees

*(Part 2)*

5 lbs. invert sugar

12 lbs. egg frappe containing 1¾ lbs. of dry egg albumen to 100 lbs of frappe.

*Bob—(Part 3)*

20 lbs. sugar

25 lbs. corn syrup

Cook to 233 degrees

**Procedure:**

Place fondant in remelt mixing kettle. Remelt slightly and add invert sugar. Mix and add egg frappe. Mix until smooth and creamy; add bob. Mix and heat to 140-145 degrees. Cast into cool dry starch. Let remain in starch overnight. Shake out and hand or machine coat with chocolate.

**Operation 1—Ingredients and Cooking Actions**

**Sugar:** A portion of the sugar is inverted in the cooking process. To obtain the minimum amount of inverted sugar in the fondant and bob, use only enough water to dissolve the sugar crystals. It is imperative that the correct amount of water be used to prevent prolonged cooking, which increases the inversion rate.

The cooking time is lessened by adding the corn syrup to the fondant after a temperature of 235 degrees is reached.

The smoothness of the fondant could be destroyed by creaming up the batch before it has cooled sufficiently.

The sugar in the fondant produces the crystalline quality needed to form a smooth body. Using a larger percentage would increase the shortness of the fondant. By the same token, decreasing the percentage of sugar used would increase the toughness of the fondant.

A sufficient amount of sugar is needed in the bob for a soft center, to allow the cast centers to form a crust.

**Bob:** The smoothness of the centers will be governed to a great extent by the size of the bob used. This size bob will not destroy the smoothness of the centers. Still, it will be large enough to facilitate casting of the mixture, providing it is cooked low enough to insure against overheating of the mixture which would cause some roughness in the finished product.

Using a larger percentage of bob to fondant would save some time and labor that go into the making of the fondant, but at a sacrifice of some smoothness of the centers. For cheaper grade creams where smoothness is not paramount the use of a large bob is advocated.

**Corn syrup** increases the proportion of non-crystalline sugars in the fondant and bob, but has a tendency to toughen the product, if excessive amounts are used.

Corn syrup, as well as the water content and cooking time, controls the crystalline quality of the sugar portion of the fondant.

**Invert sugar** by retarding crystallization of the sugar in the fondant adds to its moisture retaining properties.

The invert sugar, when added to the fondant in the mixing kettle, reduces the consistency of the mixture and facilitates the incorporation of the egg frappe.

**Egg frappe** creates the mixture and imparts a distinctive flavor to the finished product. To retain its fluffiness, a firm bodied frappe

"Only Pure Fruit Flavors Used"

# The appeal of purity

The appeal of purity to the consumer is sometimes lost sight of by discriminating manufacturers who stigmatize an otherwise delicious and appealing box of candy with these words: "Imitation Flavors Used"

May We Suggest You Consider:

## Fruit Purees

Conc. Pure Raspberry Puree  
Conc. Pure Strawberry Puree  
Conc. Pure Cherry Puree  
Conc. Pure Grape Puree  
Conc. Pure Apricot Puree

## True Fruit Extracts

True Extract of Raspberry  
True Extract of Strawberry  
True Extract of Cherry  
True Extract of Grape  
True Extract of Apricot

# Blanke-Baer Ext. & Pres. Co.

3224-3234 S. KINGSHIGHWAY — ST. LOUIS 9, MO.



## HAND DIPPED SEMI-FLOWING CREAMS

### Part 1

#### FONDANT:

85 lbs. standard or medium granulated sugar  
4 gal. water  
Cook to 235 degrees. Add 15 lbs. corn syrup  
Cook to 242 degrees.  
Pour on ball type beater that has been lightly sprinkled with water—sprinkle top of batch lightly with water.  
Cool to approximately 110 degrees and cream up.  
Place in remelt mixing kettle and add

### Part 2

#### BOB:

36 lbs. sugar  
14 lbs. corn syrup  
Water to dissolve  
1 level teaspoon cream of tartar  
Cook to 239 degrees.  
Mix Part 1 and Part 2. Add

### Part 3

24 lbs. egg frappe (See remarks)  
Mix Parts 1, 2, and 3 and heat to 140-145 degrees.  
Cast into dry starch.  
Let remain overnight.  
Shake out and dip in good grade of chocolate coating.

#### REMARKS:

This is an excellent formula to use for one pound package assortment. Cook bob two degrees higher when using fruit jams. This formula is a "fondant stretcher," in that the ration of bob to fondant is rather large.

#### FRAPPE:

Use a good grade of commercial frappe containing 1 lb. of egg albumen to 100 lbs of frappe.

#### UNSATISFACTORY RESULTS:

See section on this in accompanying article.

## CAST HAND ROLL TYPE 1 HAND DIP

### Part 1

#### FONDANT:

100 lbs. standard or medium granulated sugar  
4½ gal. water  
1 oz. cream of tartar  
Cook to 235 degrees. Add 20 lbs. corn syrup  
Cook to 240 degrees.  
Pour on clean ball type beater that has been lightly sprinkled with water. Sprinkle top of batch lightly with water.

containing some colloid is needed if it is to be added to the fondant, invert sugar mixture, before the mixture is thinned by the addition of the bob.

### Operation 2—Mixing, Casting, and Coating

The temperature of the starch and its moisture content govern the texture and crust of the centers. Centers of the plastic type such as these should remain in starch long enough to form a strong enough crust to withstand handling in the dipping process. By using properly conditioned starch, and by having the center mixture of the proper consistency and temperature, a satisfactory crust will form.

**Coating:** These centers can be hand or machine coated. When coating by machine, the centers should be heavily coated and an extra bottom of chocolate put on with the bottomer attachment.

### Operation 3—Unsatisfactory Results; Cause, Remedies.

When the foregoing instructions are carefully followed a confection of standard quality should be produced.

If for any reason the creams are not of satisfactory quality, the quest for the factor causing poor results will be simplified by referring to the following checklist:

1.—**Rough Texture:** (1) A rough texture will occur if the creams are *not deposited* at once after creams have reached the proper remelting temperature; (2) overheating the creams by allowing the remelt kettle or depositor hopper to become too hot; (3) creaming up fondant while it is too hot; (4) slab or beater contains cream from previous batch; (5) high sugar content creams do not contain enough doctoring agent.

2.—**Poor Crust:** (1) The use of damp moulding starch; (2) remelting creams at too low a temperature will not allow the creams to form the proper crust needed to withstand handling after they are shaken out of starch; (3) soft creams cannot form a proper crust if too little sugar is used in the bob.

3.—**Bottoms Sink:** (1) Adding water to reduce the batch; (2) too much moisture evaporated by the use of hot starch; this can also cause top of cast creams with solid body to split.

4.—**Fermentation:** (1) Fermentation can be caused by adding water to reduce the batch; (2) use of partly fermented egg frappe. (Do not use wet dipper for handling frappe.) When a high sugar content cream is cooked to a low temperature, invertase should be used to create a syrup density that will not permit fermentation.

5.—**Dryness:** (1) Using insufficient amounts of corn syrup or invert sugar; (2) extracting moisture from the creams by permitting them to lay too long in starch; (3) by having starch and starch room too hot; (4) overcooking high sugar content fondant or bob.

Cool to temperature of approximately 110 degrees.

Drain water from jacket of beater so that continued cooling will not take place.

Cream up and place in remelt mixing kettle.

Slowly remelt slightly and add

8 lbs. invert sugar

20 lbs. hand roll type frappe

(See Remarks)

Mix until smooth. *Slowly* add

### Part 2

#### BOB:

10 lbs. sugar

5 lbs. corn syrup

Water to dissolve

Cook to 226 degrees.

Mix Part 1 and Part 2 and heat to 135 degrees.

Withdraw ¾ pail and add to contents—

Flavor—use *best grade* only  
(See Remarks)

3 oz. Invertase

1 oz. acid solution (½ oz. tartaric acid—½ oz. water)

Mix well and pour back into batch.

(Please turn to page 96)



# no idle claim...

**THIS  
IS THE**

*Mark  
of Quality!*

fittings...valves  
pumps...tubing  
and specialties

Here are just a few of the steps taken to insure constantly high quality in the complete line of Tri-Clover Stainless Steel and Trialloy products:

Careful, precision fabrication methods... strict adherence to sanitary standards... all stainless fittings now one gauge heavier... compression valve stems atomic hydrogen welded into one piece... chrome flashing on valve plugs for long life, easier operation... Super Speed tools now rust-proofed by plating.

The sum total of these and other Tri-Clover quality features makes it well worth your while to *Look for the Clover!*

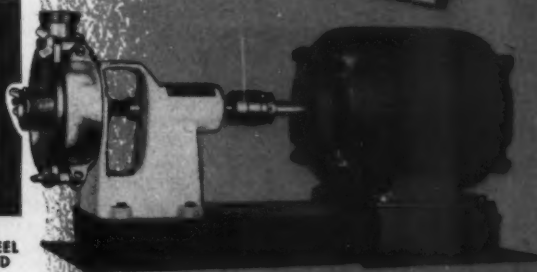
**Tri - Clover**  
**MACHINE CO.**  
Kenosha, Wisconsin

TRIALLOY AND STAINLESS STEEL  
SANITARY FITTINGS, VALVES,  
PUMPS, TUBING, SPECIALTIES

FABRICATED STAINLESS STEEL  
INDUSTRIAL FITTINGS AND  
INDUSTRIAL PUMPS

THE Complete LINE

SEE YOUR Tri-Clover JOBBER  
FOR COMPLETE DETAILS





# THE *Manufacturing* RETAILER

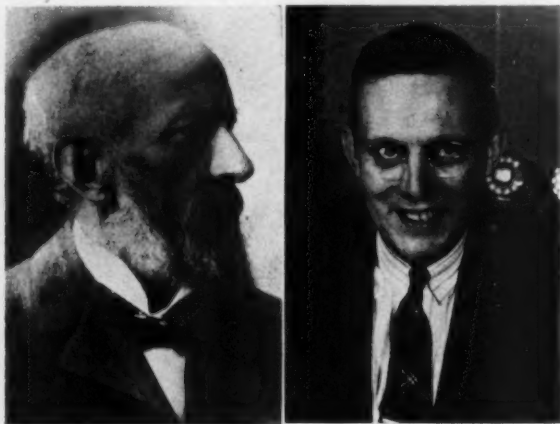


## Baur's Stresses Modern Management

By BILL JOHNSTON

O. P. Baur Confectionery Company, Denver

**K**NOWN THROUGHOUT THE WORLD for quality, tasty candy, the three-quarter-century-old O. P. Baur Confectionery Company, in Denver, represents an exemplary study in the careful application of progressive business, production, and personnel management poli-



JOHN H. JACOBS (right), president and general manager of O. P. Baur Confectionery Company, Denver, is great-nephew of O. P. Baur (left), founder and former president of the firm.

cies. Incorporation of latest, modern management techniques together with constant adherence to the sound business principles established by the firm's founder, Otto P. Baur, have achieved this honored distinction for the firm now headed by John H. Jacobs.

President and general manager of Baur's since 1940, John H. Jacobs, a great-nephew of Mr. Baur, began his candy career during his Summer vacations from Lehigh University, when he came from his home in Hazelton, Penna., to Denver, and learned the business by working first at the firm's soda fountain, then as a stock boy and at various other jobs. Upon his graduation from Lehigh, Mr. Jacobs—as was part of family tradition—was invited into the business. While he was growing up with Baur's, he was formulating his own ideas on up-to-date management, mutual benefits for employees, and plans for the firm's future. He became Baur's top executive in 1940, following the death of President W. S. Dent, and institution of his plans followed in rapid succession.

The office, being the key department of the organization, was reorganized in all phases of activity. Special emphasis was given to development of a complete cost

accounting system which established controls and standard cost for each of the firm's 17 departments.

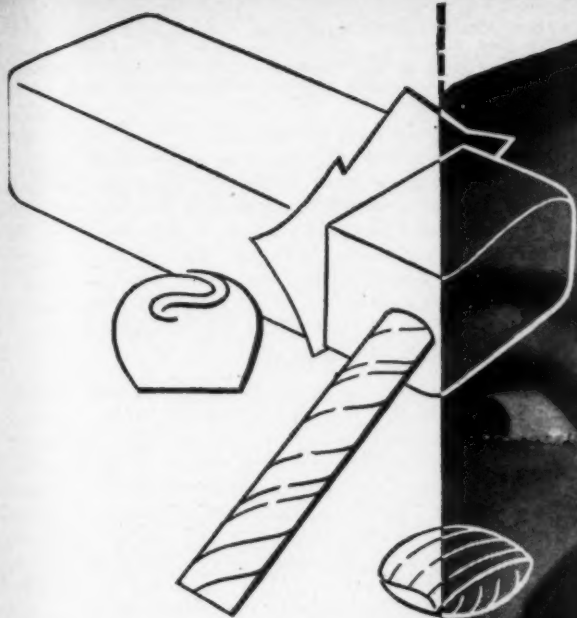
Once the office was reorganized and established under this present streamlined set-up, President Jacobs was then free to introduce "line management" to Baur's employees. Under this plan, everyone upon employment is instructed in line management operations in the department to which he is assigned, so that he understands at all times who are his immediate foremen, supervisor, and manager. Every operation, also, is put through the proper line channels, thus eliminating blockages of orders and assignments.

Closely linked with line management is the firm's system of merit rating under which every employee in the entire Baur organization is rated every four months on the following factors: (1) work output, (2) quality of work, (3) knowledge of work and skill, (4) attitude, (5) dependability, (6) initiative, (7) cooperation, (8) personality, and (9) enthusiasm. Employees rate the managers and the managers, in turn, rate the employees—a feature which promotes the idea of unity within the organization.

Throughout the merit rating system, Baur's has found that each employee and manager strives his utmost to



"SWEET MAGIC" GOODNESS is displayed on one of Baur's "gay 90s" counters. The firm now operates three beautiful stores, and its candies are known from coast to coast for taste and quality.



**the little touch that means so much**



## **FOOD MATERIALS**

**CORPORATION**

2521 West Forty-eighth Street • Chicago 32

PROCESSORS OF FINE VANILLAS • FRUIT EXTRACTS

AND EMULSIONS AND SPECIALTY FLAVORS

FOR THE FOOD INDUSTRIES •





better his standing within the company. These two distinct changes—line management and merit rating—, further, have meant much to the efficient, progressive operation of the organization, as each member will do his part to better and improve upon factory operation.

As Baur's is a growing organization and ever expanding, a larger and more extensive advertising program was organized several years ago, and the name "Sweet Magic" was introduced. Through advertising, Baur's has found greater trade and increased customer satisfaction.

#### **Leadership Training Program**

A leadership training program went into effect several years ago, also. Under this program, Baur supervisors may take a 66-hour training course at the University of Denver. This course stresses leadership, ability to adjust one's self to the situation, modern management, and practical and up-to-date selling. Many employees have taken this course and benefitted from it.

A retirement plan, designed to promote a sense of security within the minds of faithful employees, is also provided. All Baur employees are also covered by the following "Ten-Point Plan": (1) retirement pension and life insurance, (2) health and accident insurance, (3) Blue Cross hospitalization (both surgical and medi-



**RUTH NISBET**, registered sanitarian at O. P. Baur Confectionery Company, guards the purity of "Sweet Magic" candies. Baur's sanitation program has attracted nationwide attention, includes modern laboratory and up-to-date sanitation library.

cal, with the company paying half), (4) a 20 per cent employee's discount, (5) personal counsel (legal advice when needed), (6) modern and sanitary working conditions, (7) one weeks' vacation with pay for the first five years, then two weeks vacation with day, (8) six days annual sick leave with pay, (9) credit for good work through merit rating, and (10) employment tests given without charge and employees paid while taking tests—which offers opportunity for promotion.

#### **Sanitation Program Valuable**

Baur's sanitation program has also attracted nationwide recognition. A graduate chemist and registered sanitation expert is in charge of this department. She spot-checks all products as they come in from the warehouse and also inspects the products after they have been put into Baur's candies. In addition, she is in charge of the sanitation program of every department and inspects them periodically for cleanliness. She uses the checklist system. At her command is a modern laboratory and an up-to-date sanitation library. The result is that only completely wholesome, sanitary products can leave the factory.

Baur's history goes back to 1870, when Otto P. Baur and James Colwell rented a Denver store and formed a partnership. Mr. Baur was a confectioner, caterer, and baker. Mr. Colwell was a bookkeeper. So popular were their products that, within four years, expansion was necessary. In 1874 they purchased and consolidated with the Schueler Confectionery Company.

The idea of being in business for himself was predominant in Otto Baur's mind, so that he eventually bought out Mr. Colwell and obtained complete ownership.

#### **Friendly Personnel Relations**

In 1878, Mr. Baur brought into his growing firm Theodore L. Meier. And as it was always the firm's policy to consider employees as personal friends, Mr. Meier was taught not only the proper ingredients for candy manufacture but was also introduced to customers and made to feel a part of the Baur family. As the business grew, more and more persons were added to the payroll. And at the same time the spirit of friendliness, unity, sincere appreciation, and cooperation has increased.

Shortly before the turn of the century, Mr. Baur invited his nephew, John Joseph Jacobs, to join the company, and he was welcomed with the same spirit of unity and apprenticeship. Upon the death of Mr. Baur in 1904, Mr. Meier, who had by then learned the business well, assumed responsibility of the concern. At the same time "Joe" Jacobs was named secretary and treasurer.

By 1918 business increased and 125 employees were on the payroll.

In 1924 Mr. Meier retired and "Joe" Jacobs became president.

Under his guidance the business continued to expand. Expert candy makers, who had long been with the company even at that time, were constantly originating new

(Please turn to page 116)

**CHOCOLATE MACHINE BELT** is fed by one of Baur personnel. "Line management" and merit rating plans have meant much to efficient, progressive operation of firm and maintenance of exceptional employee morale.



# Psychometry

## The First Ingredient in Candy Sales

Successful confectioners are vitally interested in determining consumer acceptance to their products. Knowing psychometry (food-acceptance analysis) is understanding what is potentially most salable.

Psychometry is the recognition of subtle yet important selling factors: Size, shape, color and presentation. In the development of a confectionery product each psychometric factor is studied for its role in profitable marketing.

A most important factor in psychometry . . . is flavor. Here, confectioners can depend on the experience of George Lueders. More than sixty years of laboratory-craftsmanship have developed essences high in quality and consumer acceptance. Look to the G. L. seal for reliable flavor ingredients.

Established 1885

George  Lueders & Co.

427 Washington Street

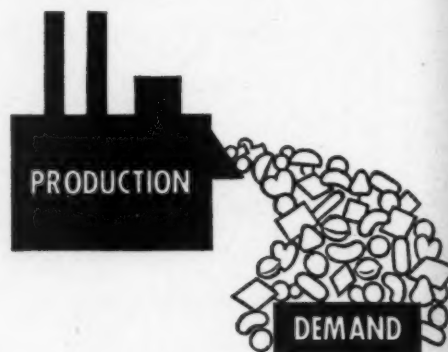
New York 13, N. Y.

CHICAGO, ILL.—510 N. Dearborn Street • SAN FRANCISCO, CAL.—56 Main Street  
MONTREAL, CANADA—361 Place Royale • LOS ANGELES, CAL. • PHILADELPHIA, PA.  
ST. LOUIS, MO. • TORONTO, CANADA • WINNIPEG, MANITOBA • WAUKESHA, WIS.

# Here's How the Council on Candy '47 Program affects your business

Are you a candy manufacturer? Jobber? Broker? Salesman? Retailer? If you are, then Council on Candy advertising has an important bearing on your business.

Since 1939, candy production has steadily increased. If we are to prevent it from outstripping demand, it is essential that we widen the market for candy.



Every activity, every advertisement of the Council on Candy is designed to accomplish this objective. Briefly, here is what Council advertising is doing and plans to do this year:

## "LET'S SELL CANDY" 1947 REGIONAL MEETINGS (6:30 p. m.) Plan Now to Attend Meeting Nearest to You

**AUG. 13** Denver, Colo., Albany Hotel. Chairman: A. C. Baker, Brecht Candy Co., Denver

**AUG. 15** Salt Lake City, Utah, Hotel Utah. Chairman: W. W. Cassidy, Sweet Candy Co., Salt Lake City

**AUG. 18** Seattle, Wash., Chamber of Commerce Bldg. Chairman: J. C. Haley, Brown & Haley, Tacoma, Wash.

**AUG. 20** Portland, Ore., Chamber of Commerce Bldg. Chairman: Sam Humphrey, Candy Products Co., Portland

**AUG. 22** San Francisco, Cal., Sir Francis Drake Hotel. Chairman: Theo. White, Sierra Candy Co., San Francisco

**AUG. 25** Los Angeles, Cal., Elks Club. Chairman: Geo. Klepe, Geo. Klepe and Sons, Los Angeles

**AUG. 28** Dallas, Tex., Baker Hotel. Chairman: K. F. Smith, Novelty Peanut Co., Dallas

**SEPT. 3** Minneapolis, Minn., Curtis Hotel. Chairman: Walter Sandell, Miss Morris Candies, Minneapolis

**SEPT. 4** Milwaukee, Wis., Plankinton Hotel. Chairman: Julius Schmidt, Hot Fudge Co., Milwaukee

**SEPT. 8** Pittsburgh, Pa., Hotel Webster Hall. Chairman: L. J. Weaver, Weaver, Costello Co., Pittsburgh

**SEPT. 10** Buffalo, N. Y., Hotel Statler. Chairman: Walter Zittel, Mary Lincoln Candy Co., Buffalo

**SEPT. 12** Boston, Mass., Somerset Hotel. Chairman: Dan Flynn, Schutter Candy Div., Universal Match Co., Boston

**SEPT. 17** New York, N. Y., Hotel Pennsylvania. Chairman: Irvin C. Shaffer, Just Born, Inc., New York

**SEPT. 18** Philadelphia, Pa., Penn-Sheraton Hotel. Chairman: Ira Minter, Minter Bros., Philadelphia

**SEPT. 19** Baltimore, Md., Lord Baltimore Hotel. Chairman: Ralph Klotzbaugh, Josselyn's, Baltimore

**SEPT. 22** Chicago, Ill., Hotel Sherman. Chairman: E. W. Walters, King Cole Candies, Inc., Chicago

**SEPT. 26** Columbus, O., Neil House. Chairman: Stewart Butler, Buckeye Candy Club. (This meeting at 4 p. m.)

**SEPT. 30** Cincinnati, O., Sinton Hotel. Chairman: Howard Grimm, Cincinnati Candy Recovery Assn.

**OCT. 1** Louisville, Ky., Kentucky Hotel. Chairman: C. E. Gheens, Bradas & Gheens, Louisville, Ky.

**OCT. 3** Kansas City, Mo., President Hotel. Chairman: Harry Sifers, Sifers Valomilk Conf. Co., Kansas City

**OCT. 6** St. Louis, Mo., York Hotel. Chairman: Gilbert Long, St. Louis Candy Sales Assn.

**OCT. 7** Memphis, Tenn., Peabody Hotel. Chairman: R. M. Holt, Oliver-Finnie Co., Memphis

**OCT. 8** New Orleans, La., St. Charles Hotel. Chairman: Stan Lewy, Schutter Candy Div., Universal Match Corp.

**OCT. 10** Atlanta, Ga., Atlanta-Biltmore Hotel. Chairman: W. B. Riley, Brock Candy Co., Chattanooga, Tenn.

**Advertising to 35,000,000 Consumers.** Again, this year, dominating colorful pages in the country's two most powerful weeklies, **LIFE** and **THE SATURDAY EVENING POST**.



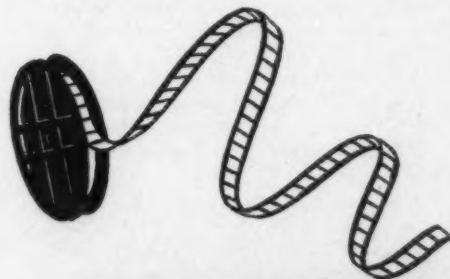
This is advertising that gets attention, commands respect for a great industry, and makes people feel, "Well, I guess it must be all right to eat candy."

**Advertising to 242,000 Teachers,** molders of consumer opinion. In 1947, our ads directed to teachers continue to give scientific information on candy's nutritional values. Ads will appear in **WHAT'S NEW IN HOME ECONOMICS**, **THE INSTRUCTOR** and **THE GRADE TEACHER**. In addition, teachers' kits will tell the nutritional story of candy in thousands of classrooms.

**Advertising in 21 Leading Medical Journals.** These messages are informative and factual, designed to bring the nutritional truths about candy to the attention of a group which influences millions of people.

**Publicity.** News stories, pictures and radio features are going out regularly to daily newspapers, press syndicates, national magazines and radio stations throughout the country.

**New Motion Picture.** This film, a 22-minute dramatic presentation produced by famous RKO-Pathé, will tell the story of candy as delicious food to schools and clubs all over the country. It is estimated that fully a million people will see it each year.



See this movie at  
the regional meetings  
listed on the opposite  
page, or at the

NCA	ARC
NCWA	SWCA
NCSA	
Conventions	

**HELP BUILD A BIGGER, HEALTHIER,  
MORE PROGRESSIVE CANDY  
INDUSTRY BY SUPPORTING  
COUNCIL ON CANDY ACTIVITIES.  
YOUR 1947 SUBSCRIPTION  
IS NEEDED!**

**THE BALL IS ROLLING!  
LET'S KEEP IT ROLLING!**

Mail checks payable to

**COUNCIL ON CANDY  
of the**

**NATIONAL CONFECTIONERS' ASSOCIATION**

Headquarters: One North La Salle Street, Chicago 2, Illinois



# Balanced Selling Classes Started By NCA in Boston

**F**OLLOWING TWO YEARS of research and planning, the National Confectioners' Ass'n recently inaugurated "Balanced Selling" training classes for wholesalers' personnel in the New England Area under regional sponsorship of the Boston Confectionery Salesmen's Club.

Termed by the association "a guide to master candy salesmanship" and by BUSINESS WEEK "a precedent-making training course for jobbers' salesmen," the training program is one of the first projects utilizing opportunities of the federal George-Barden act which appropriated \$2,500,000 to help pay teachers of sales training courses under sponsorship of business groups.

At a conference at Boston's Hotel Statler for Area One liaison representatives, candy manufacturers' executives and salesmen who travel the New England states, the plan for enrolling wholesalers' salesmen was presented. Speakers for the NCA cooperative training plan included H. A. Van Gestel, of Walter Baker and Co., Inc., Area One Coordinator; Richard W. Clare, of the New England Confectionery Co., member of the NCA distribution committee; Robert H. W. Welch, Jr., of James O. Welch Co., vice-president of NCA; and James F. MulCahy, NCA merchandising director.

Responsibility for teamwork between candy manufacturers' sales representatives and for enrollment of wholesalers' salesmen throughout New England has been delegated to state liaison men. These men will act as team captains in the following states:

W. Frank Collins, Durand Confectionery Co., Inc., Maine, Bangor Area.  
Frank D'Orlando, Walter Baker and Co., Inc., Maine, Portland Area.  
E. C. Haley, Walter Baker and Co., Inc., New Hampshire.  
Ralph H. Harding, New England Confectionery Co., Vermont.  
James E. "Chet" Coleman, Schutter Candy Division, Universal Match Corp., Northeastern Massachusetts.  
Anthony W. Chaikowski, Walter H. Johnson Candy Co., Western Massachusetts.  
R. A. Rich, Mars, Inc., Metropolitan Boston.  
E. E. Hoffman, Hollywood Candy Co., Northern Connecticut.  
Richard L. Sproul, F. B. Washburn Candy Co., Southern Connecticut.  
H. W. Young, Sweets Company of America, Inc., Rhode Island and Southeastern Massachusetts.

As a training aid for representation of the course, the NCA distribution committee in consultation with national educators, has developed a series of 10 manuals covering all phases of basic selling techniques. Titles in the series are: Candy; Consumer Consideration; Candy Retailing; The Use of Consumer Potential; Standards of Performance; Merchandising an Account; Selling Candy Wholesale; Creative Retail Selling; Measuring Results; and Balanced Selling.

The importance of such a training program should not be underestimated," says Mr. Van Gestel, "for it is the aim of the NCA cooperative "Balanced Selling" program to improve the retail merchandising of all candy products.

"Wholesale salesmen" coached in the use of modern retail merchandising techniques will be in a position to assist retailers to do creative selling of candy.

"Balanced Selling" training gives special attention to the formula for determining a retailer's candy sales potential. The retailers and wholesale salesman will obtain higher volume in day-to-day candy sales because "balanced selling" helps the retailer to sell directly more

to consumers. This is a program that no other industry has attempted to do on a national scale for distributors' sales personnel."

Need for a sales training program was shown by result of the 1945 "Detroit Survey," it is pointed out. Study of operations of 20 wholesalers there showed those whose salesmen were trained in "Balanced Selling" techniques obtained a greater movement of merchandise and a greater margin of profit than those wholesalers who approached merchandising haphazardly.

Wholesalers who have seen the presentation of the Detroit Survey indicate sincere acceptance of the NCA cooperative training program, says Mr. MulCahy.

"They like it and want to use it," he states. "By fulfilling this need for sales training, the NCA will deliver to the candy industry coordinated powerplants of selling on a national scale."

## N. Y. Hucksters Strike Bonanza; Get Rich on Candy Gray Market

**C**URBSIDE HUCKSTERS in New York City are finding peddling candy bars at a premium price so lucrative these days that two of them arrested for peddling candy in the subway without a license merely had to reach into their pockets for \$2,000 bail asked of each in Night Court. What's more, they're said to have had over \$4,000 in their pockets when they appeared in court!

With street peddling in New York so profitable that hucksters are known to live in luxurious homes and refuse to accept regular employment, the present gouge is concentrated on nickel candy bars of well-known brands, reports the New York *Herald Tribune*. The peddlers thrive on scarcity.

"While most legitimate dealers are strictly limited in their stocks of well known brands and are compelled to fill out their counters with strange new confections, the pushcart man and the subway hawker seem to have unlimited quantities of the old favorites of high quality that the public sweet tooth craves—but at twice the price."

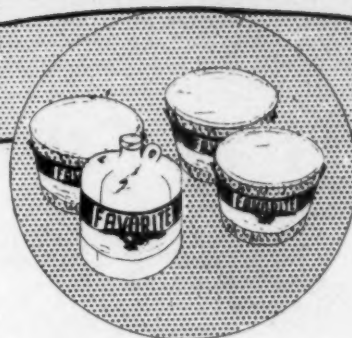
The answer as to how the hucksters can get great quantities of these bars and legitimate dealers can not appears in the demand and supply situation. Because demand for good candy bars still outstrips production, the peddlers or their representatives will pay higher prices to wholesalers than can legitimate dealers who must sell bars at five or six cents—and also pay taxes, rent, heat, light, and other fixed charges which the street peddlers omit. Some wholesalers like these higher prices so well that they, in turn, are willing to sell most of their allotments to the hucksters. As a result, legitimate dealers who refuse to pay a wholesale price that would necessitate their retailing candy bars at more than six cents find only small quantities available.

[In Boston pushcart peddlers were observed hawking Hershey bars at two for 15 cents—Ed.]

Explaining why nickel price marks still appear on bars that even legitimate dealers are selling at six cents, Harry Lustig, executive secretary of the Ass'n of Manufacturers of Confectionery and Chocolate, says that many candy manufacturers are still using up tremendous stocks of wrappers printed several years ago. He points out, however, that some well known bars that once carried the five-cent pricing now have no price marking on them at all.



Service



To Confectioners Since 1885

## FAVORITE FIVE

### ● CONFECTIONER'S UNSWEETENED COCONUT

An ever increasing production of this scarce commodity is in view. In the near future we shall be able to supply the trade with their unlimited requirements of desiccated coconut.

### ● FILBERT PRALINE

An excellent smooth, creamy center for the finest chocolate work. It has been used for years by America's foremost confectioners.

### ● NUTCORETTES

An ideal substitute for almonds in dipping and panning. Their tempting delicious flavor and economy assure you of increased volume and profit.

### ● PURE FAVORITE BRAND VANILLA EXTRACT

Years of experience and painstaking effort have produced our Favorite Brand Vanilla extract of uniform quality which is unsurpassed.

### ● HUDSON EMULSIONS

Lemon, orange, raspberry and cherry have proved popular to the "knowing" candymaker in the order named. Since 1885 our flavor line has been known in name and quality to be "Favorite".

A friendly dependable service together with competent technical assistance is always available to help solve the confectioners' problems.

**OUR ABILITY TO SERVE IS LIMITED ONLY BY  
THE SUPPLY OF THE WORLD'S FINE FOODS.**



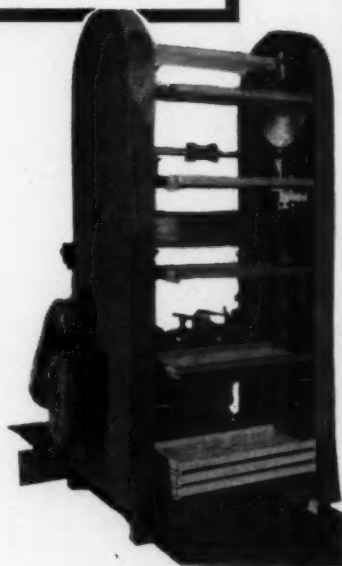
WOOD & SELICK, Inc.

36 Hudson St.  
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# **It's Labor Saved-- Dollars Earned**

**with  
CURRIE'S AUTOMATIC TRAY STACKER**

There's no longer any need to devote valuable man hours to the stacking operations—once a Currie is installed it completely eliminates manual stacking at the depositor. It's versatile and adaptable—it's designed to handle the sizes of trays most commonly used—it can be synchronized to any mogul speed—takes trays from the depositor at any desired pace. Handles metal or wood trays—or both in combination!



**Currie's Automatic Tray Stacker is engineered for high speed stacking — mechanically handles trays faster than ever before.**

## **Currie Manufacturing Co.**

**1837 - 39 Grand Ave.**

**Chicago 22, Illinois**

# Candy Packaging

MAY, 1947

● Supplies

● Sales Aids

● Merchandising

This Section Appears Monthly in The Manufacturing Confectioner



FOR  
**FASTER  
CANDY SALES**  
THE YEAR 'ROUND

Customers judge the quality of your candy by the way it's packaged! That's why these leading manufacturers and many more confectioners make National Ribbons a "MUST." Definitely a quality product — priced right, National Ribbons have the richness and color choice that draws extra attention—and extra sales!

YOUR BRAND COLORS ARE A  
**NATIONAL RIBBON SPECIALTY**



**NATIONAL Ribbon CORP.**

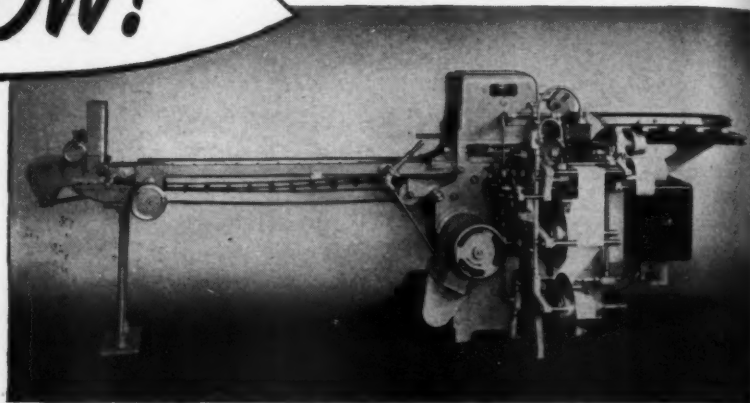
Manufacturers of Fine Ribbons

General Offices: 444 FOURTH AVENUE, NEW YORK 16, N. Y.



See it at  
the **SHOW!**

## MODEL DF-1 for irregular bars



Bar makers find there's plenty of point-of-sale persuasion in the smooth, angular wraps turned out by our Model DF-1. Perfectly formed surfaces, flat, tightly-sealed folds and "letter perfect" location of all printed matter give DF-wrapped bars what it takes to stand out against stiff competition—to *sell on sight*.

Bar makers have also discovered that this sales-provoking wrapping is surprisingly economical. The Model DF-1's high wrapping speed of 140 bars per minute affords utmost utilization of valuable floor space. Its simplicity of operation and precise, trouble-free action keep supervision and maintenance costs at a minimum. And its quick adjustability for different bar sizes has enabled some manufacturers to wrap a complete line on a single machine.

### Wraps Patties too

The DF-1 can also be made to fashion attractive wraps for disc-shaped items at a speed of 90 pieces per minute, and thereby permits large savings over the cost of hand wrapping. Wrappers are tucked around the product in neat pleats, and firmly sealed at the bottom.

**Make a note now to see the DF-1 at the Show—  
HOTEL STEVENS, CHICAGO, MAY 25-29. BOOTH 301**

### PACKAGE MACHINERY COMPANY Springfield 7, Massachusetts

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101 W. Prospect Ave., Cleveland 15 • 849 Marietta St., N. W., Atlanta 3  
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# PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines



# Package Show Studies Cost Reduction

By CLYDE C. HALL

*The Manufacturing Confectioner*

Philadelphia, Pa.

**S**PARKED BY AN UNDERCURRENT of cost-consciousness and hopefully striving for some answer to packaging cost reduction, about 20,000 top management, factory production, and advertising executives trekked over 95,000 sq. ft. of floor space in Convention Hall here studying exhibits of 181 manufacturers and attending daily sessions on packaging problems during the record 16th annual Packaging Exposition and Conference on Packaging, Packing, and Shipping of the American Management Ass'n. Attendance the first day was over 4,500 and by the end of the second day well over 11,000. Last year's exposition in Atlantic City drew a total of 10,000, the previous record. Exhibit space totaled 50 per cent more than last year also.

"We cannot see in the near future any immediate relief in the cost of packaging materials," John A. Warren, packaging consultant for American Home Products Corp., New York, told one of the sessions. "We believe the labor costs of our packaging suppliers are here to stay. There may be some lower costs in raw materials for suppliers as the channels of distribution become more plentiful. We are hoping that, by the introduction of more efficient equipment and better methods, our packaging material costs may decrease from the present high rates. We cannot afford, however, to wait until this happens."

To help offset high costs, Mr. Warren stated his firm already has a plan in which it is reviewing packaging costs. This includes standardization of sizes and automatic cartoning machines built to specifications of cartons rather than cartons to specifications of machines. He forecast savings of over \$25,000 a year as a result of reexamination of packaging methods. Other features of the plan include:

1.—The package must lend itself to efficient operation of equipment on hand in the plant where it will be produced.

2.—Assembled units of the package—such as shelf containers—must be so sized to make for a minimum amount of handling in the firm's own warehouses and wholesalers' warehouses, where the master case may be broken up for smaller units.

3.—The master shipping case must be in units in conformity with the trade channels in which it will be sold.

4.—The master case must be so designed that it can travel safely in any of the recognized means of transportation running the gauntlet from carload shipments to parcel post shipments.

5.—The package itself must be readily procurable in the present market.

6.—The package must protect the contents so that it is a readily salable unit by the ultimate dealer.

7.—The package must be a unit that has customer acceptance.

8.—The packing must conform to slack fill laws and Pure Food and Drug regulations.

## **Rigid Specifications Used**

Emphasizing that, by giving folding box manufacturers "rather rigid" specifications for cartons to be run on automatic high-speed cartoners, his firm has been able to increase production from an average of 90 cartons a minute to 140 cartons a minute, Mr. Warren said.

"We want the utmost efficiency out of our equipment, and we believe that the proper adjustments on the equipment and the equipment maintained in good order should give us maximum efficiency at all times if we have good cartons. We know of no reason today why we should not have cartons properly made. In ordering cartons today, with each run that we order, we give the carton maker a blueprint of the way we want the carton set up. Some of the difficulty comes too often in the manufacture of cartons by following the last run. An error may have crept into the manufacture of one run of cartons, and from the samples that follow the error becomes progressively worse. When we now place an order for automatic-machine cartons, therefore, we treat it as an initial order. Our experience has proved that this treatment pays off."

In ordering automatic cartoning equipment, Mr. Warren stated his firm gives the manufacturer a blue-



**REGISTRATION DESKS** at the AMA's 16th annual Packaging Exposition and Conference on Packaging, Packing, and Shipping in Philadelphia this year were busy places. Convention set all-time record, as about 20,000 attended, viewed 95,000 sq. ft. of exhibits in Convention Hall.



These three publications do a complete job for the manufacturing confectioners. **THE CANDY BUYERS' DIRECTORY** carries the advertising message of candy makers to 10,000 volume candy buyers. **THE BLUE BOOK** is the candy maker's guide to raw materials, equipment and packaging supplies. **THE MANUFACTURING CONFECTIONER** is devoted to the aid of the candy maker by helping him to solve the problems of making better candy.

## BOOKLETS and REPRINTS

Reprints are available of a number of articles which have appeared in **THE MANUFACTURING CONFECTIONER**. They compose a large portion of the current literature of the Industry. Many manufacturers find them suitable to accompany sales messages and also to add to their library of information on the candy and chocolate industries. Stamps or coins accepted.

### Now available are the following:

<b>Confectionery Factory Maintenance</b> By John H. Bier .....	50c
<b>Pest Control in Candy Plants</b> By Clyde C. Hall .....	20c
<b>Modern Methods of Candy Scrap Recovery</b> By W. H. Childs .....	\$1.00
<b>Principles and Design of Chocolate Cooling Tunnels</b> By Edward W. Meeker .....	1.00
<b>Purpose of Conching Chocolate, The</b> By Robert Whympier and Charles Shillaber .....	20c
<b>Soy Products in Candy</b> By Dr. Ralph M. Bohn .....	25c
<b>Vitamins in Confectionery</b> By Norman F. Kennedy .....	20c
<b>Whey—Raw Material for Candy</b> By B. H. Webb .....	25c
<b>High Pressure Condensate Drainage Improves Cream, Fudge Quality</b> By W. M. Sigmund .....	15c
<b>Using Cereals in Candy</b> By W. H. Childs .....	15c
<b>Liquid Sugar in the Candy Industry</b> By Robert Whympier .....	25c
<b>Coverage of Chocolate Coatings—The Bob Test</b> By Dr. Lee Freundlich .....	20c

## THE MANUFACTURING CONFECTIONER

"READ WHEREVER CANDY IS MADE"

SUBSCRIPTION: \$3.00 PER YEAR—2 YEARS \$5.00

400 West Madison St.

Chicago 6, Illinois

print and several thousand cartons made up to that blueprint.

"We insist that the machine be designed to run those cartons efficiently," he pointed out. "You only design a machine once, but you run the cartons continuously. We think it is more important to have the machine built to the specifications of a carton than a carton to the specification of the machine."

The current shortage of containers, it was indicated in a panel session, is due not so much to a shortage of materials as to greatly increased demand. Old peak production figures have already been surpassed without meeting this demand, it was agreed. Flake for rigid acetate packages, kraft, and cellophane were listed as especially short. The situation on flake, however, is expected to ease within a few months. Non-premium types of glassine were also reported short, as manufacturers tend to concentrate on higher priced premium types.

Speaking on the outlook for improved packaging machinery, Moorhead Patterson, chairman of the board, American Machine & Foundry Co., New York, asserted "the law of diminishing returns is catching up with the packaging machinery industry."

"It is unlikely that new types of equipment will be developed," he said, unless suppliers of materials and packagers get together and help machinery manufacturers with development costs.

### Early Savings "Spectacular"

"In the early days of the packaging machinery industry," Mr. Patterson stated, "savings were spectacular because machines were competing with hand labor. Now new machines are competing merely with older ones; yet purchasers still expect to get their money back in one, two, or three years."

A machine can be developed and sold at a price which will make this possible, he said, only if it is assured of a large market. The "practically unlimited imagination" of package designers, however, tends to create a demand for highly specialized types of equipment, he emphasized, and the manufacturer has no assurance that he will be able to sell any except to the original customer. If he spends enormous sums on development work under these conditions, said Mr. Patterson, "he is likely to wake up some morning and find he isn't there."

In spite of the fact that solution of this problem is really up to users of machinery and suppliers of packaging materials, Mr. Patterson believes equipment people themselves should become more progressive than they have been in the past. Specifically, he suggested they employ liaison engineers to work with customers and to suggest possibilities. They should also be willing, he feels, to devote more time to the specialty problems of their customers.

Packaging economies through the unit load can be considerable, stated W. Gordon Bennett, of the Packaging and Paper Standards Dept., Anaconda Copper Mining Co., New York. Use of improved mechanical handling equipment, of skids or pallets, and of methods of loading and strapping tailor made to fit the product are essential, he pointed out.

Stressing that "it is much cheaper to handle one package than eight or 10," Mr. Bennett said:

"In the final analysis, it is not only the shipper's responsibility to deliver his product to the consumer in good condition, but also in the type of container or

package that he can efficiently handle on the receiving end. A good many of the methods of packing which we have developed are only acceptable to a few of our larger customers, but the day is not far off when 5,000- and 10,000-pound loads will be looked upon as the 500-pound load is today."

To cut damage losses in export packing, John Mount, manager of Marine Service Dept., Insurance Company of North America, New York, suggested the following techniques:

1.—Assign the responsibility for proper packing methods and materials to one person in your organization who knows enough about the products to be shipped to be familiar with the susceptibilities of possibilities of damage in transit. This person should be or should become well versed in the application of packing techniques and should be familiar with the transportation hazards involved, depending upon where the shipments originate and where they are consigned to.

2.—The person so designated should then utilize the services of his insurance carrier, his transportation carrier, and the technical knowledge of the superior of his packing materials, for they can give him no end of assistance in determining his packing techniques. Of particular importance, also, is the assistance that the supplier of packing materials can render.

"Most all damage in carload shipments is the result of the lading shifting in the car," stated A. P. Kivlin, assistant superintendent, Freight Claim Prevention, The New York, New Haven & Hartford Railroad Co., Boston. As a remedy, he suggested the freight car be regarded as a "super shipping container mounted on wheels," and that the same principles of packing within a shipping container be employed: "The article must be stayed against moving about within the container, either by means of rigid blocking or its movement restricted by means of some cushioning or shock absorbing material."

### Damage in Car Loading

The present general practice of loading fibreboard containers lengthwise of the car is also considered "conducive to damage," he said, as "the long sides of the containers do not have the strength to resist compression that the shorter ends have if the containers are loaded crosswise."

Determination of shipping case sizes and inner packings must be the responsibility of the sales department as well as the purchasing and production divisions of a manufacturer, said W. Rutherford James, treasurer of Towns & James, Inc., Brooklyn.

"I do not believe it is possible to establish a formula which will have any breadth of application, even within a single company manufacturing any sort of diversified line. Furthermore, a rapid growth in sales of a product can change what was an ideal shipping case size to one which is now too small to be efficient throughout the chain of distribution. It is less important for a company to have uniformity in the shipping case sizes of its various products than to fit the packing of each individual article to its physical characteristics, its average unit of purchase by the greatest number of retailers, and to the promotional efforts planned for it."

To insure success, companies with packing problems must enlist not only the interest but also the active cooperation of top management in a constructive program, suggested William J. Sanning, director of advertising, Kroger Co., Cincinnati.

He suggested the following five steps to build the argument for new labels: (1) project the need for re-

designing, (2) select a competent designer, (3) describe and give reasons for important details of the design change, (4) present the new labels and reason for details and variations, and (5) describe how the new label design will be integrated with company advertising, promotion, and publicity.

"All products which are prepared or manufactured for human use lend themselves to human reaction measurement," asserted N. F. Girardot, supervisor, Visual Laboratories, Jos. E. Seagram & Son, Inc., Louisville, Ky. He pointed out that, with this in mind, the most attractive package of a group may be determined by "any one of a number of the methods of experimental aesthetics: rank order, paired comparisons, or method of absolute judgment." Analytical studies should consider such properties as legibility, recognition, attention, and memory value. An effective container must not only be attractive, he cautioned, but must also be suggestive of the product, easy to handle, and easy to open.

### Revision of Rule 41 Hit

Criticism of proposed revision of Rule 41 came from W. B. Lincoln, Jr., technical manager, Inland Container Corp., Indianapolis. Increased costs involved in the suggested revisions "reach fantastic figures and are out of all proportion to losses experienced," he said. He suggested railroads set up "claim procedures which would assure full information regarding all claims reaching the shipper in each and every instance."

Discussing packages needed for supermarkets, A. L. Martin, director of research, Western Growers Ass'n, Los Angeles, predicted that "within a very few years 90 per cent of all retail food sales will be made through self-service methods." Volume of such sales in 1945 totaled \$11 billion or about 65 per cent of total food retail sales volume, he said.

Interesting facts for candy manufacturers were shown in a survey by E. I. du Pont de Nemours & Co., Inc., of types of purchases in supermarkets. Impulse buying accounted for 71 per cent of all candy in supermarket purchases, the highest of 27 selected items. Planned buying accounted for 27.2 per cent, general planning and substitute buying each for 0.9 per cent.

Estimates of the 1947 market for candy made in a study by Monsanto Chemical Co., Plastics Division, Springfield, Mass., indicate a gain of 62.8 per cent over 1939. Value of manufactured goods for 1947 at the 1939 price level is estimated at \$484.7 million as compared with \$297.8 million for 1939.

New items of special interest to candy manufacturers shown at the exposition include: stock model rigid acetate packages preprinted to allow volume savings to smaller manufacturers; a small one-hand heat sealer in a plastic case; an octagonal container now being used for experimental shipping of cocoa; a check weigher that automatically ejects over- and under-filled packages; a heat sealing machine designed to relieve labor problems and able to be operated by anyone; rigid acetate, portable display cases with cut-apart candy bars for manufacturers' salesmen; and a long package of peanuts with each mouthful wrapped separately. Increased attention was also given to more informative labeling; one package displayed a pasted-on label that folds over into a die-cut slot. The package must be its own salesman, especially in supermarkets, it was explained. Use of larger cellophane bags and other candy packages to take advantage of volume buying habits of supermarket shoppers who may shop but once a week was also recommended.



# Candy Packaging Clinic



*This is the second quarterly report of the Candy Packaging Clinic conducted by the Candy Packaging Board of The Manufacturing Confectioner. Clinic meetings are held in the Chicago offices on the 15th of these months: Jan., April, July, Oct.*

*This clinic consists of an impartial board whose sole interest is better packaging throughout the field. It is composed of experts in all phases of packaging, and represents an impartial report of all packages examined.*

*The Russell Stover and Miss Morris packages at left were chosen by clinic members as outstanding.*

## CODE PK5H47

### Assorted Chocolates—1 lb. 8 oz.

(Sent in for analysis—PKM7)

**Description of Package:** Round, gold, flat, double extension edge, single layer, full telescope. Top half gold foil; bottom gold and white. Cellophane-wrapped. Partially padded top.

**Size and Shape:** Round: 12¼" diameter x 1" high.

**Materials:** Chipboard and foil.

**Design:** Concentric gold circles and filagree on white. All-white center circle imprinted with gold lettering.

**Colors:** Gold on white.

**Typography:** Good. Irradiation makes legibility somewhat difficult, however.

**Originality:** Good.

**Class of Trade:** Department and candy store.

**Appearance of Box on Opening:** Excellent.

**Box Findings:** Corrugated brown paper die cut wadding. Cellophane liner. Brown wax paper cups. Circular brown paper dividers. Three white wax paper cups in center for contrast. Brown paper for protective bottom liner.

**Sales Appeal:** Excellent.

**Display Value:** Good.

**Remarks:** An unusually attractive package from a display viewpoint. Gold lettering tends to irradiation,

however, so that legibility is lessened. Nevertheless an outstanding package and well designed. A lot of thought put in arrangement of candies.

## CODE PK5C47

### Assorted Chocolates—1 lb.

(Sent in for analysis—PKM1)

**Description of Package:** White, two-layer, double extension edge, chipboard, full telescope. Tied with light blue ribbon. Cellophane-wrapped.

**Size and Shape:** Rectangular: 7½" x 5¼" x 2½".

**Materials:** Chipboard. Padded top covered with simulated linen paper. Bottom calendered white.

**Design:** Raised gold lettering identifying product and manufacturer in center of top. Additional informative matter on bottom corners in brown printing.

**Colors:** Gold and brown on white.

**Typography:** Good.

**Originality:** Fair.

**Class of Trade:** General. Department and candy store.

**Appearance of Box on Opening:** Good.

**Box Findings:** Good. Cotton on glassine wadding. Cardboard layer divider. Brown wax paper cups. Two diagonal dividers on bottom layer.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** Package is of simple design

but achieves much effectiveness because of its especially clean appearance.

## CODE PK5I47

### Chocolate Covered Cherries

10 oz.—\$1.50

(Purchased in a San Francisco department store)

**Description of Package:** Red simulated bottle. Plaster bottle-top is removable. Bottom contained of chipboard is covered with red printed paper sleeve.

**Size and Shape:** Simulated bottle overall 10" high. Container 5½" high x 3¼" diameter.

**Materials:** Chipboard. Plaster.

**Design:** Paste-on gold foil label similar to those on liquor bottles. Paste-on paper strip with firm slogan, contents, and ingredients.

**Colors:** Red, black, gold, blue.

**Typography:** Good.

**Originality:** Good.

**Class of Trade:** Department and candy store.

**Appearance of Box on Opening:** Fair.

**Box Findings:** Paper wadding used to separate layers. Brown wax paper cups. Inclosure describing contents and manufacture.

**Sales Appeal:** Good.

**Display Value:** Good. Gives variety to a candy counter.

**Remarks:** Package of this shape for





## HOW FAILURE



.....**BROUGHT SUCCESS**

M. S. Hershey was 20 years old when he opened his first confectionery shop in 1876. By 30 his business had failed twice. But building well on the lessons of failure, he started a third time—a caramel business which enabled him to pay off his creditors and which he sold 15 years later for \$1,000,000!

He then went back to his birthplace and made his fourth start. On a sprawling Pennsylvania cornfield, and out of the profits of his popular chocolate, Hershey's new factory and community became models of success.

Hershey devoted a fortune to his school for orphan boys, and before his death in 1945 had started more than 1000 boys toward success . . . all with educations, trades, and money in their jeans . . . a great contribution made possible only by American opportunity and ability.



## HOW HERSHEY USES RIEDEL FUNCTIONAL PAPERS

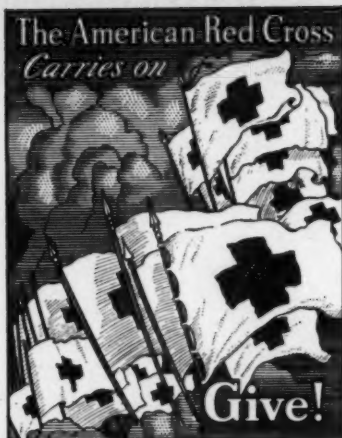
Riegel's Snopaque glassine met the high standards that Hershey set for the packaging of its various Chocolate Bars. Its high grease resistance prevents the cocoa butter content from penetrating and staining the wrap and in addition presents an attractive, clean appearance at the ends. Riegel's Printed Greaseproof is used as a wrap for individual squares of Hershey Baking Chocolate, and many other special Riegel papers are serving, and have served to help maintain Hershey's high quality standards.

# Riegel Papers

FOR FUNCTIONAL PACKAGING

**RIEGLER PAPER CORPORATION • 342 MADISON AVE. • NEW YORK 17, N. Y.**

for May, 1947



chocolate covered cherries is novel merchandising. Connotation of candy contents, however, may be lessened, unless customers are familiar with product. Paper weight use for take-off bottleneck of plaster is also novel. Suggest strip carrying contents be of gold foil to match label and be printed in black and red.

#### CODE PK5J47

**Coffee Candies—2¾ oz.—30c**

(Purchased in a San Francisco bus station)

**Description of Package:** Cylindrical. Label pasted around entire package.

**Size and Shape:** Cylindrical: 4" high with 2¾" diameter.

**Materials:** Chipboard top and bottom. Cardboard sides with liner.

**Design:** Blue background imprinted with trade-mark. Yellow reverse printing on black for additional data.

**Colors:** Blue, black, yellow, red.

**Typography:** Fair.

**Originality:** Fair.

**Class of Trade:** Drug, department, candy counters.

**Appearance of Box on Opening:** Good.

**Box Findings:** Pieces individually wrapped in gold foil with red wax paper liner. Printed with trade-mark and contents in red and black.

**Sales Appeal:** See remarks.

**Display Value:** See remarks.

**Remarks:** To customers who know

package by design, this item has recognition value. To the uninitiated the package tends to give impression, however, of containing birdseed rather than candy. A redesign might attract new customers without knowledge of identity.

#### CODE PK5F47

**Assorted Chocolates—1 lb.**

(Sent in for analysis PKM5)

**Description of Package:** Gold, flat, two-layer, double extension edge, chipboard, cellophane-wrapped. Top half covered with gold paper, bottom with brown paper. Padded cover.

**Size and Shape:** Rectangular: 8½" x 5" x 2".

**Materials:** Chipboard.

**Design:** Gold background with astrological figures in brown. Firm name in brown centered in globe.

**Colors:** Brown on gold.

**Typography:** Good.

**Originality:** Good.

**Class of Trade:** Drug and department store.

**Appearance of Box on Opening:** Inviting.

**Box Findings:** Good. Wrap-around gold foil liner for top liner; inside of foil is silver. Paper on glassine wadding; also additional paper wadding. Removable top tray covered with white calendered paper. Brown

## PROTECTION . . .

*of your candies is vitally important!*

It is good sense to make sure that your candies are safe in the box, well protected from breakage, weather and spoiling. You can prevent waste of **valuable sugar** and chocolate by better packaging protection. It pays.

**Check these  
Packaging  
Supplies . . .**

**Candy Mats**  
(Flossine, Padsit, Decoped)  
**Dipping Papers**  
**Shredded Papers**  
**Globular Parchment**

**Embossed Papers**  
**Chocolate Dividers**  
**Boats and Trays**  
(Plain and Printed)  
**Layer Boards**

**Glassines**  
**Wax Papers**  
**Die Cut Liners**  
**Partitions**  
**Protection Papers**

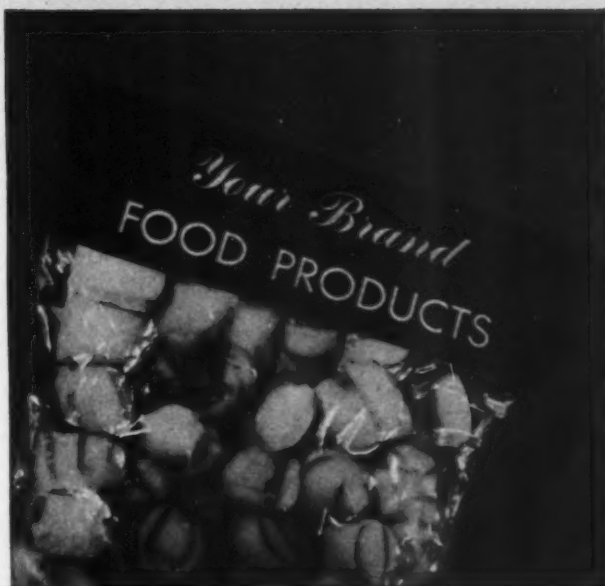



*Write for Samples and Prices*

**George H. Sweetnam, Inc.**  
**282-286 Portland St., Cambridge 41, Mass.**  
**Manufacturers of Paper Products**

## better Sealing and Selling with bag closure labels

Instant product identification plus effective and safe closing are assured for bagged merchandise by using bag closure labels treated with Monsanto's thermo plastic coating for heat sealing labels.



 <p>With this special plastic coating, you can count on these very real advantages:</p>	<p><b>1</b> Labeling that's neat and clean in operation and appearance</p>
<p><b>2</b> Applicable to cellophane, waxed paper, glassine, acetate or foil</p>	<p><b>3</b> Effective sealing for the end of the bag, eliminating mechanical closures and their hazards</p>
<p><b>4</b> Protection against tampering</p>	<p><b>5</b> A method for quick label changes, making coding and dating simple</p>
<p><b>6</b> Elimination of expensive and unsatisfactory inserts and glued labels</p>	<p><b>7</b> Opportunity for a colorful, selling message</p>

For maximum labeling efficiency and economy, it will pay you to investigate Monsanto thermo plastic coating for heat sealing labels. Ask your label supplier for complete information, or write direct to: MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield 2, Massachusetts. In Canada, Monsanto (Canada) Limited, Montreal.



**SERVING INDUSTRY . . . WHICH SERVES MANKIND**

for May, 1947

page 61



wax paper cups. Very attractive guarantee folder.  
**Sales Appeal:** Fair.  
**Display Value:** Fair.  
**Remarks:** Design is a bit too "busy." Weight of package lost in design. Guarantee is attractively printed, and request to customer to write company about preferred pieces offers good personalized merchandising theme.

#### CODE PK5A47

**Assorted Chocolates—1 lb.—\$2.50**  
 (Purchased in a NYC department store)

**Description of Package:** Lavender, flat, full telescope, one-layer, cellophane-wrapped, octagon shape. Tied with darker lavender ribbon on

which two gold and brown labels affixed.  
**Size and Shape:** Octagon: 10¼" x 7½" x 1".  
**Materials:** Chipboard covered with lavender paper.  
**Design:** Floral spray on pastel lavender.  
**Colors:** 4-color.  
**Typography:** None on box. Good on labels pasted on ribbon.  
**Originality:** Good.  
**Class of Trade:** Department and candy store.  
**Appearance of Box on Opening:** Good.  
**Box Findings:** Good. Die cut embossed wadding on glassine. Gold-topped diagonal dividers. Brown wax paper cups. Six pieces gold foil wrapped.  
**Sales Appeal:** Good. Especially for Easter trade.  
**Display Value:** Good.



THESE BOXES are representative of the type candy manufactured by American Royal Candies, Inc. They are in keeping with the demand for better packaging in candy manufacture.

**Remarks:** Good condition of contents shows package has excellent protection value. Floral design simple and especially pleasing for Easter. Firm identity lost, however, when paste-on labels removed.

#### CODE PK5B47

**Assorted Chocolates—1 lb.**  
**No price stated**

(Purchased in a NYC department store)

**Description of Package:** Gold, flat, full telescope, one-layer, cellophane-wrapped. Top gold and padded. Bottom calendered white.  
**Size and Shape:** Rectangular: 9½" x 6½" x ¾".  
**Materials:** Chipboard.  
**Design:** Pink floral design on gold background. Name of product in ribbon part of design.  
**Colors:** Pink on gold.  
**Typography:** Little used. Lettering of design tends to be confusing depending upon angle at which box is displayed.  
**Originality:** Good.  
**Class of Trade:** Department store.  
**Appearance of Box on Opening:** Excellent.  
**Box Findings:** Good. Wrap-around glassine liner imprinted with red. Cotton on glassine wadding. Brown cardboard dividers. White wax paper cups. Six pieces gold foil wrapped.  
**Sales Appeal:** Good.  
**Display Value:** Good. See Remarks.  
**Remarks:** Name of product lost in design due to irradiation.

#### CODE PK5D47

**Chocolate Peppermint Patties 1 lb.**

(Sent in for analysis—PKM2)

**Description of Package:** White, flat, full telescope, one-layer, chipboard, cellophane-wrapped. Top and bottom covered with white calendered paper.  
**Size and Shape:** Rectangular: 10¼" x 3¾" x 1¾".  
**Materials:** Chipboard. See description.  
**Design:** Green peppermint leaves on white background. Green strip with name of product in reverse horizontally across center. Firm name and other descriptive matter in brown. Brown brushings used to unify design.  
**Colors:** Green and brown on white.  
**Typography:** Little used. Fair.  
**Originality:** Good.  
**Class of Trade:** General. Department and candy store.  
**Appearance of Box on Opening:** Good.  
**Box Findings:** Good. Brown wax paper cups. Layer divider. Cotton on glassine wadding.  
**Sales Appeal:** Good. Especially to suggest cool mints.  
**Display Value:** Good.  
**Remarks:** Brown brushings detract somewhat from attractive appearance of box. Contents and other



informative matter might be in smaller type. Contents could be put on right hand side of box and in lettering same size as address.

#### CODE PK5L47

**Assorted Chocolates—1 lb.—\$1.60**

(Sent in for analysis—PKM9)

**Description of Package:** Brown, flat, full telescope, single layer, chipboard. Tied diagonally at corners with red ribbon. Paste-on label of gold and red.

**Size and Shape:** Rectangular:  $10\frac{1}{2}$ " x  $7\frac{1}{4}$ " x  $\frac{3}{4}$ ".

**Materials:** Chipboard. Top and bottom covered with simulated vellum paper.

**Design:** Small paste-on label representing stage scene affixed in center of top panel.

**Colors:** Brown, gold, and red.

**Typography:** Very little used. This is good selection, however.

**Originality:** Fair.

**Class of Trade:** Department and candy store.

**Appearance of Box on Opening:** Fair.

**Box Findings:** Good. Nine half trays used as dividers. Paper and glassine wadding. Cellophane liner. Gold foil strip along top edge of package serves as selector for types of candies in various separated compartments.

**Sales Appeal:** Fair.

**Display Value:** Fair.

**Remarks:** Package gives impression of a stationery box. Design tends to be "slow." Suggest white cups be used instead of brown to brighten appearance of box when opened.

#### CODE PK5E47

**Chocolate Mints—10 oz.**

(Sent in for Analysis—PKM3)

**Description of Package:** White, flat, full telescope, one-layer, chipboard. Top covered with flint coated white paper. Bottom covered with white calendered paper.

**Size and Shape:** Square:  $7\frac{3}{4}$ " x 1" high.

**Materials:** Chipboard.

**Design:** Firm and product name centered in green circle with peppermint leaves on white. Descriptive

CANDY TIED WITH  
*Ribbons*  
Means More Sales

Satin • Messaline  
Patriotic and Novelty Ribbons  
Rib D-Nit  
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Largest Stock in the Middle West

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428 W. RANDOLPH CHICAGO 6, ILL.

**USE M. C. CLASSIFIED ADVERTISING to Sell or Buy Used Equipment.**

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**400 W. Madison — CHICAGO 6**

### Transparent Boxes— and Trays

**Seaman  
Manufactures  
Fine Candy Boxes**

**of Monsanto  
Vuepak**

Consult our  
Packaging  
Service for  
Special and  
Original  
Designs

**SEAMAN BOX CO., INC.**

443 Greenwich Street, New York 13, N. Y.—Walker 5-2114

**Write**

Whatever your requirements, there is nothing finer than a "Seaman" Box.

matter at bottom corners in green.  
**Colors:** Green on white.  
**Typography:** Good. Careful handling of type.  
**Originality:** Excellent.  
**Class of Trade:** Department and candy store.  
**Appearance of Box on Opening:** Attractive.  
**Box Findings:** Embossed paper on glassine wadding. Two lift out trays with scalloped top edges serve as dividers; trays reinforced at corners with brown tape. Brown wax paper cups.  
**Sales Appeal:** Good.  
**Display Value:** Good.  
**Remarks:** Clean printing and appearance of package highly effective for conveying idea of mint contents.

#### CODE PK5G47

**Almond Confection—1 lb.—\$1.75**

(Sent in for analysis—PKM6)

**Description of Package:** Round tin, vacuum sealed, with key for opening; winding tin tape around top.  
**Size and Shape:** Round: 6" diameter; 2¼" high.  
**Materials:** Metal.  
**Design:** Gold ellipse on green scalloped-edge panel imprinted on background. Brown lettering.

**Colors:** Green, gold, and white on brown.  
**Typography:** Fair.  
**Originality:** Fair.  
**Class of Trade:** Department and candy store.  
**Appearance of Box on Opening:** Good.  
**Box Findings:** Brown glassine liner. Paper wadding. Removable brown glassine tray that serves as liner also. Glassine layer divider. Each piece individually gold foil wrapped.  
**Sales Appeal:** Fair.  
**Display Value:** Fair.  
**Remarks:** Colors do not tend to be inviting. Name and slogan are somewhat lost in design. Overall design does not give impression of candy contents.

#### CODE PK5K47

**Chocolate Peppermints**

**7 oz.—75c**

(Sent in for analysis—PKM8)

**Description of Package:** Green top, brown bottom, flat, full telescope, single layer, chipboard. Sealed with cellophane tape.  
**Size and Shape:** Rectangular: 9¼" x 5½" x ¾".  
**Materials:** Chipboard. Top covered with calendered paper in green. Bot-

tom covered with simulated vellum paper in brown.  
**Design:** Concentric ellipses inclosing firm and product name. White lines crisscross diagonally across main panel.  
**Colors:** Green, gold, white, brown.  
**Typography:** Good.  
**Originality:** Fair.  
**Class of Trade:** Drug and department store.  
**Appearance of Box on Opening:** Fair.  
**Box Findings:** Good. Paper on glassine wadding. Cellophane tray. Brown wax paper cups.  
**Sales Appeal:** Good.  
**Display Value:** Good.  
**Remarks:** Product name is not symbolic with design. Green used might be a bit richer to indicate peppermints.

#### CODE PK5M47

**Popcorn Confection**

**Weight and price unstated**

(Sent in for analysis—PKM10)

**Description of Package:** Transparent rigid acetate. Tied with red ribbon. Two double cellophane bags inside.  
**Size and Shape:** Rectangular: 8" x 6" x 5".  
**Materials:** Transparent, rigid acetate. Bags of cellophaned popcorn.  
**Design:** None.  
**Colors:** Ribbon of red.  
**Typography:** None on package. Good on inclosures.  
**Class of Trade:** Department and candy store.  
**Appearance of Box on Opening:** Good.  
**Box Findings:** Good. Removable acetate tray. White wax paper cups for chocolate covered popcorn pieces. Inclosures describing contents and other products of firm.  
**Sales Appeal:** Good.  
**Display Value:** Good.  
**Remarks:** Identity of manufacturer lost. Suggest tops of inner packages be folded toward inside of package so that inclosures can be read easier.

#### CODE PK5N47

**Assorted Chocolates—1 lb.**

(Sent in for analysis—PKM4)

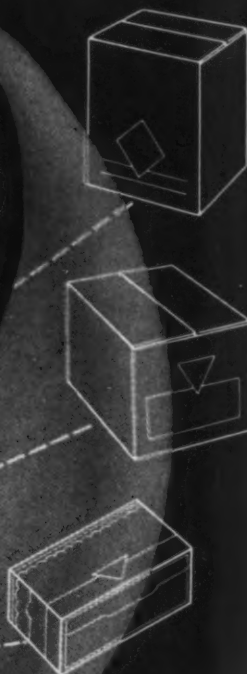
**Description of Package:** White, flat, full telescope, one-layer, chipboard, cellophane-wrapped. Top half flint coated white paper covered. Bottom covered with white calendered paper.  
**Size and Shape:** Rectangular: 12" x 4½" x 1".  
**Materials:** Chipboard.  
**Design:** Firm and product name slightly off center of top panel. Maroon ribbon printed near end of top panel and is outlined in gold.  
**Colors:** Maroon, brown, and gold on white.  
**Typography:** Good.  
**Originality:** Good.  
**Class of Trade:** Department and candy store.  
**Appearance of Box on Opening:** Attractive and inviting.  
**Remarks:** Pleasing package that matches quality of contents.



A GOOD assortment of packages showing the types popular in the field for the coming year, including the novelty package which holds chocolate covered cherries.

# Gaylord Boxes

## Persuasive Packaging



★ **Correct functional design—better materials**  
**—distinctive printing—and correct color**  
**harmony—these are four basic factors that**  
**assure safe delivery and greater sales**  
**appeal. You get them all in Gaylord Boxes.**

**Corrugated and Solid Fibre Boxes ●**  
**Folding Cartons ●**  
**Kraft Grocery Bags and Sacks ●**  
**Kraft Paper and Specialties ●**

**GAYLORD CONTAINER CORPORATION, General Offices: SAINT LOUIS**

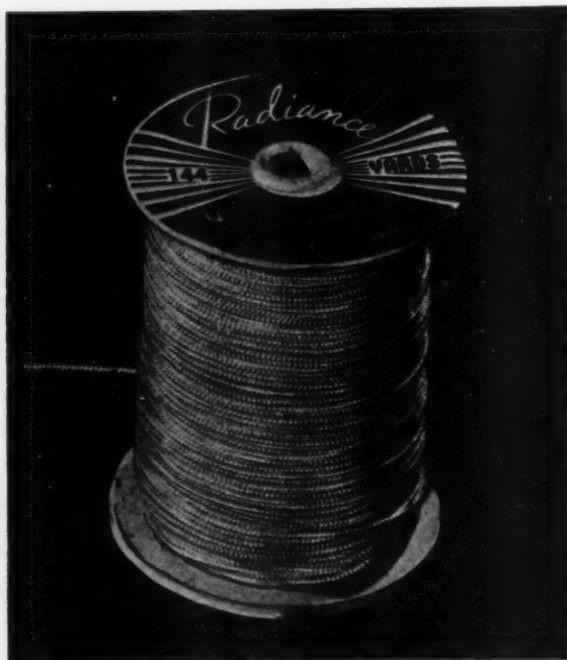
*Standard of The  
Packaging Industry*

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# "RADIANCE"

spells elegance to gift packages



**S**parkling in its dramatic beauty, sturdy texture and lustrous elegance, the lavish individuality of dazzling RADIANCE creates a sumptuous addition to gift packages. Flexible, tarnish-proof, this durable, colorful silver or gold snake-chain cord is available from the manufacturer.

**TAFFEL BROS., INC.**

93 Madison Avenue • New York 16, N. Y.

## Packaging Supply News

The products described in these columns are all coded for your convenience. You may write in to THE MANUFACTURING CONFECTIONER for any further information on any one of these items and further information will be sent to you. Make use of this section to keep up-to-date on new packaging equipment and materials of all types. Information on these items is free for the asking.

### Self-Measuring Paper Feed Wrapping Machine

This machine is equipped with a new self-measuring paper feed, only one hand-wheel adjustment, for length of package, is required in changing over from one size package to another. The height or width of the package going through on a given run can vary greatly, because the paper feed automatically cuts off the exact size of sheet to wrap each package perfectly, it is claimed. Reports further indicate that the machine will wrap at a speed of 55 packages per minute with one operator. Check Code PP5A47.

### Wrapper for Irregular Shaped Bars

This machine forms the wrapper over a series of breaker bars and tuckers, not over the product itself. A smooth box-like wrap is obtained no matter how irregular a candy bar may be, it is claimed. The machine can also be adapted to the wrapping of disc-shaped goods such as peppermint patties, in which case it forms the wrap to the shape of the product, it is further stated. Claims for the machine state that it can wrap bars at a speed of 140 bars per minute; patties at 90 per minute. Check Code PP5B47.

### New Plastic Tissue and Ribbon

Made of synthetic fibres this distinctive new material has a soft, delicate texture. It ties into rosettes and bows that have a crisp, perky quality unattainable in other wrappings, it is stated. The plastic fibres retain strength even when wet, have a high porosity, high purity, and excellent tensile strength, it is further claimed. Available in white standard colors, and fleck patterns in widths 4 to 24 inches, 1 or 2 ply, and in 72 or 500 yard rolls. The gift ribbon for manufacturers or store use comes in 72 yard rolls, 1" core, widths  $\frac{1}{2}$ " to 4", in the same color combinations, individually boxed and packed 12 to the carton. Check Code PP5C47.

### New All-Weather Protective Coating

This new all-purpose labeling and protective coating adhesive, developed during the war, is now available to peacetime industrial use. Claims state this material is excellent for use on wood, fibre, painted steel, tin and glass under all kinds of weather conditions. It is said to be the first resyn derivative that can be used for an adhesive and also as a protective label coating. Check Code PP5D47.

### New Sealer Eliminates Pre-heating

It is stated that this machine carries each bag through four pressure points simultaneously, where heat is applied. This is equivalent to travelling through four ordinary heat sealers at one time, and, thus, pre-heating is eliminated. Construction features claimed are: (1) Seal-



# For Dependable Candy Machinery

Wrap Your Candies on



## ROSE CANDY MACHINES

Meet today's driving demand for good candy that is *individually protected* by wrapping your candy on AMF Rose Candy Machines.

**AMF Rose Candy Machines** increase the "buy appeal" of your candy with attractive wraps, with appetizing appearance plus Brand Identification... and, above all, with maximum protection from dirt, moisture and handling.

**Profit** by the experience of leading Candy Manufacturers throughout the world and wrap your candy on AMF Rose Candy Machines.

**Rose Albion Flyer**—forms, cuts, twist-wraps squares, oblongs or popular rolls... for hard candy, toffee, kisses, nougats, etc. ... capacity, 500 pieces per minute.

**Rose Eagle**—forms, cuts and fold-wraps plastics, caramels, fudge, etc. Capacity, 500 pieces per minute.

**Rose Triumph**—forms, cuts and twist-wraps fancy centered pieces, squares, oblongs or popular rolls. For hard candy, toffee, and other plastics. Capacity, 500 pieces per minute.

**Rose I.S.T.**—twist-wraps preformed pieces of irregular shapes or sizes. Capacity, up to 160 pieces per minute.

**Rose I.S.B.**—bunch wraps pieces of irregular shapes or sizes at speeds up to 130 per minute depending upon characteristics of candy piece.

**Rose Horizontal Automatic Batch Roller**—automatic spinner and feeder for use with Albion, Eagle, Flyer and Triumph. For plastic materials only.

For complete information, write for BOOKLET R



## GLEN "160"

The All-Purpose Mixer for the Candy Industry

*This versatile machine* is popular with Confectioners for mixing anything from a light, fluffy marshmallow to a heavy nougat.

By simply pushing a lever, the Glen Variable Speed Drive gives you the choice of mixing any mixing speed from approximately 60 to 480 RPM. With Variable Speed, you can adapt the machine to the formula. You need not restrict your formula because of machine limitations. In addition, Planetary Action, characteristic of all Glen Mixers, insures complete and thorough incorporation of ingredients throughout the mix—in a minimum of mixing time.

Because of its great power, the AMF Glen "160" withstands the hardest mixing jobs without strain. Ruggedly built, the AMF Glen "160" is an investment that will pay for itself time and time again.

AMF Glen Mixers are also available in 120 and 340 quart capacities.

### FEATURES

**Special Beaters** for each type mixing job.

**Planetary Action** gives thorough, fast incorporation of mix.

**Variable Speed** permits selection of exact mixing speed best suited to formula.

**Patented Power Plus Head** delivers far greater energy directly to the beater.

**Interchangeable Bowls** permit practically continuous production.

**One Machine Mixes Everything.**

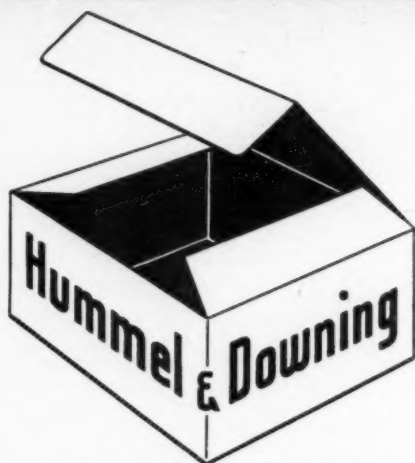
For complete information, write for BOOKLET G

See these machines in operation at Booth 404, 21st Confectionery Industries Exposition, Stevens Hotel, Chicago, May 25 to 29, 1947.



## AMERICAN MACHINE & FOUNDRY COMPANY

511 FIFTH AVENUE, NEW YORK 17, N. Y.



Folding and Display Cartons are attractively designed and printed in one to four colors to sell your products as well as carry them.

Hummel & Downing shipping cases of Solid Fibre, Corrugated, or Cleated Fibre give dependable protection.


**HUMMEL & DOWNING CO.**

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WASTE PAPER IS A VITAL RAW MATERIAL, SAVE IT

*Enclosure Cards for Every Occasion*

THE **JOHN HENRY CO.**  
LANSING • P.O. BOX 1410 • MICHIGAN

The Symbol  of Quality  
Enclosure Cards Envelopes Tags Stationery Labels

ing wheel shafts are  $\frac{3}{4}$ " in diameter, mounted in two ball bearings. (2) Gearhead motor; drive all ball and roller bearing; driving gears sealed in oil bath, requiring lubrication only at 6 month intervals. (3) No brush or brush rings used. (4) Sealing wheels made of bearing bronze with work-hardened crimp teeth. (5) Thermostatic heat control. Check Code PP5E47.

#### Self-starting Identification Labels

These labels, peeled from a card by an exclusive self-starting strip which automatically exposes the ends of the labels, permitting them to be pulled off quickly, may be used in a variety of applications throughout the plant, it is claimed. The labels come in a variety of more than 400 different code cards. Special code cards can be designed to meet specific requirements. Check Code PP5F47.

#### Corrugated Shipping Containers

It is claimed that these corrugated and fibre containers combine ruggedness with attractiveness, giving excellent protection to the product and increasing its sales value. Equally protective in transit or storage. Check Code PP5L47.

#### High Speed Wrapping Machine

Claims for this machine state that it combines fast handling with dependable, uninterrupted operation. It is further claimed that the machine will wrap from 325 to 425 pieces per minute. Check Code PP5M47.

#### Jaw Type Heat Sealing Crimper

This machine is suitable for forming and closing bags, sleeves and wrappers, which are made from heat sealing type film, paper and metal foil, it is stated. It automatically controls timing, heating and pressure, it is claimed. The top and bottom jaws are heated by means of totally enclosed electrical heaters connected in series and controlled by a thermostat. The machines are supplied with removable and replaceable jaws, which can be designed in a multiplicity of forms. Check Code PP5N47.

#### Instructive Literature on Cartoning

A recently released 16 page folder presents the outstanding construction features of the cartons made by this firm. It also describes the specialized uses to which the cartons may be put. Check Code PP5O47.

#### Semi-Automatic Jar and Can Filler

This machine is designed to handle the filling of jars and cans ranging from a few ounces in size to 5 gallon capacity. It may also be used to fill tubes. Check Code PP5P47.

#### Cellophane for Better Packaging

This firm claims that its cellophane is carefully controlled for uniform transparency and a high degree of strength. It further claims that the cellophane will not stick to the contents. It may be obtained in various widths and colors. Check Code PP5Q47.

#### Wax For Protective Lining in Cartons

A new relatively hard, non-brittle, non-sticky petroleum wax is now available for industry. It is made in both yellow and brown grades. Both have a melting point of 175 degrees to 185 degrees, a penetration of 15 maximum, and are otherwise similar in general properties. Claims state that the wax offers excellent properties against moisture penetration due to the extremely



small individual crystals. It is further claimed that its greater resiliency or resistance to shattering make it an ideal protective agent at temperatures encountered in commercial and domestic refrigeration. Check Code PP5G47.

#### Handy Label Catalog Available

Containing a description of labels for every use, this new catalog may be had from this company upon request. The company also states that they will design labels to your special demand. Check Code PP5R47.

#### Enclosure Cards for Good Will

These cards, with matching envelopes, have been designed at just the right size to be enclosed in any gift package. Attractive samples and a copy of a full color brochure showing the entire line available may be had upon request. Check Code PP5S47.

#### Brand Colors in Ribbon

This company maintains a specialty of producing brand colors in ribbon of taffetas, satins and tinsels. A large variety of other ribbons is available. Check Code PP5T47.

#### Paper for Machine-formed Liner

This paper has been specially designed to be used as a die-cut, machine-formed liner for bulk candy boxes. It is claimed that the paper possesses exceptional qualities for protecting candy, even under the most adverse conditions. Check Code PP5I47.

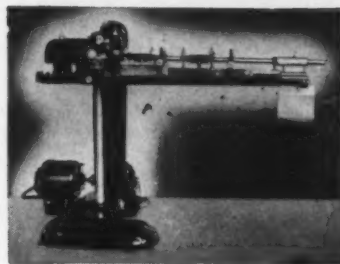
#### Better Partitions for Better Packaging

Boats, necks, and other carton partitions are available from this firm. Specializing in manufacture of partitioning material, the firm claims to be able to better satisfy the demands for finer packaging. Check Code PP5K47.

#### Molded Plastic for Versatile Packaging

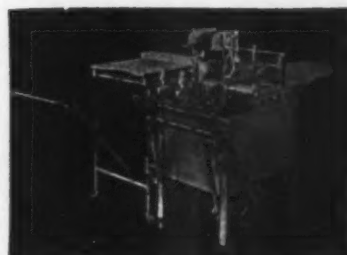
In addition to having the candy fully displayed and fully protected, and the fact that the container can be reused by the purchaser, further claims state that this plastic has a full, brilliant color range; freedom from

# amsc



Amsco Automatic Rotary Bag Sealing Machine

## SOLVES YOUR



Miller Wrapping & Sealing Machine

## PACKAGING



Simplex Bag Making Machine

## PROBLEMS

Step up production and cut down your costs with Amsco equipment —adds speed and efficiency to your packaging.

- bag sealing • bag making
- bag and carton weighing and filling
- bag aligning and conveying
- wrapping • sheeting and gluing
- sandwich making and wrapping
- hand and foot operated sealing devices


#### Circle Coded Items in Which You Are Interested in Getting Literature

PP5A47 — PP5B47 — PP5C47 — PP5D47  
 PP5E47 — PP5F47 — PP5G47 — PP5H47  
 PP5I47 — PP5J47 — PP5K47 — PP5L47  
 PP5M47 — PP5N47 — PP5O47 — PP5P47  
 PP5Q47 — PP5R47 — PP5S47 — PP5T47  
 PP5U47

Name.....  
 Company.....  
 Position.....  
 Address.....  
 City.....  
 State..... Zone.....



SATIN  
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VOILE  
TINSEL



# MOHAWK

## Ribbons

RAYON  
PLASTIC  
CELLOPHANE

WRITE FOR  
SAMPLES

**MOHAWK RIBBON CORP.**  
780 WYTHE AVENUE      BROOKLYN 11, N. Y.



**ALWAYS  
DEPENDABLE**



**IDEAL**

## WRAPPING MACHINES

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for both large and small manufacturers, are fast, always de-

pendable and economical. The SENIOR MODEL wraps 160 pieces per minute; new HIGH SPEED SPECIAL MODEL wraps 325 to 425 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

Write For Complete Specifications and Prices

**IDEAL WRAPPING MACHINE CO.**

EST. 1906

**MIDDLETOWN, N. Y. - - - U. S. A.**

taste and odor; excellent protective qualities from acids, alkalis and water; low cost per pound; high dimensional stability and light weight; and is ideal for the most economical production methods. Check Code PP5J47.

### Wraps Single Irregular Shaped Products

This machine is designed to wrap single irregular shaped products delivered on an enrober or conveyor belt to the operator feeding the machine. It is claimed that the machines save as much as 75 per cent wrapping labor, and up to 35 per cent wrapping material. It is also claimed that the machines will use any wrapper that can be printed in rolls. Check Code PP5H47.

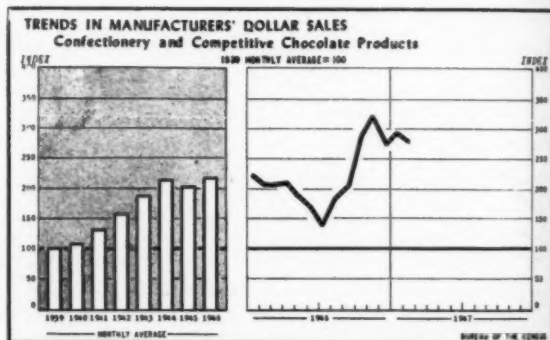
### Pre-War Box Line Returns

The return to the market of a pre-war line of wood moulding utility and make-up boxes is reported. These come in special and standard sizes including one and two pound candy boxes. They are finished in antique gold, mahogany, and pastel shades. Check Code PP5U47.

### February Dollar Sales 34 Per Cent Over Last Year; First Two Months Sales Up 31 Per Cent

IMPROVED DOLLAR SALES were reported for the first two months of 1947 as compared with the same period in 1946, reported J. C. Capt, director of census. February sales were 34 per cent above February a year ago, but were off six per cent from January this year. For the first two months dollar sales were 31 per cent above the corresponding period in 1946. These data are based on reports from 276 manufacturers located throughout the country.

All classes of candy manufacturers reported substantial increases in dollar sales volume for February compared with the same month of last year. Sales of manu-



facturers who sell at wholesale increased 36 per cent, those that sell at retail, 32 per cent, and chocolate manufacturers, 26 per cent. In the month-to-month comparison, February with January, manufacturer-retailers reported an increase of 53 per cent while chocolate manufacturers and manufacturer-wholesalers were off seven per cent. Comparing the first two months of 1947 with the like period of 1946, all classes of manufacturers recorded pronounced gains.

February sales in pounds as reported by 126 manufacturers were five per cent under February a year ago while their dollar sales increased 30 per cent. On a year-to-date basis, the first two months of 1947 compared with the corresponding period of 1946, poundage sales dropped six per cent whereas dollar volume increased 29 per cent.

# Six Timely Issues for '47!



## STREAMLINED AND TIMED TO REACH 10,000 VOLUME BUYERS

Preparing for the inevitable transition to a "buyers' market," CANDY MERCHANDISING is putting sensible emphasis on "doing a job with jobbers" by increasing both its frequency and its circulation. Five issues of CANDY MERCHANDISING plus the annual CANDY BUYERS' DIRECTORY number will reach 10,000 volume candy buyers. . . give you thorough, comprehensive coverage of the entire candy market. Every issue has grown stronger in articles, advertising, and in reader acceptance. Circulation is CCA audited. The new 10,000 distribution doubles the coverage of volume buyers offered in the confectionery field. You can do a real job with jobbers in the new every-other-month schedule for CANDY MERCHANDISING. Write, wire, or phone . . . NOW . . . for information on CANDY MERCHANDISING's economical rates and to reserve space for your advertising message. Next issue appears June 5—especially timed to serve the second annual convention of the National Candy Wholesalers Ass'n in Chicago.

## CANDY MERCHANDISING

Including THE CANDY BUYERS' DIRECTORY

400 W. Madison St., Chicago 6

303 W. 42nd St., New York 18



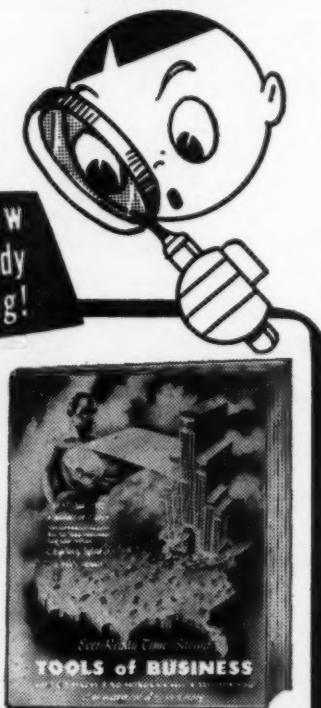
**superb specialty and box papers!**

**INSTANT DELIVERY RIGHT FROM STOCK**

**LACHMAN NOVASEL PAPER CORP.**  
109-111 Greene Street • New York 12, N. Y.

Get this new  
Free Ever Ready  
Label Catalog!

**EVER READY** *Label* **CORP.**  
143 EAST 25th STREET NEW YORK 10, N. Y.



packaging ever presented. It is aimed specifically at today's competitive markets and is profusely illustrated. It is the "bible" of the packaging industry. Completely indexed, it is compiled by leading members of the packaging field. Its 15 informative chapters deal with everything pertaining to packaging including: cartons, boxes, bags, envelopes, and packets. One chapter is devoted to the newer trends in the labeling field. The chapter on "Plastics in Packaging" has been completely rewritten to keep pace with rapid-fire developments in this field. A chapter on machinery is completely new, written from the user's viewpoint making it virtually a 'production man's manual. Also included are the easy to use buyers' directory, the directory of trade names, alphabetical list of manufacturers and their addresses and advertising index. Advertisements are broken down in sections relating to editorial sections to make them as easy to find as possible. It is of inestimable value to every person in industry.

#### Choice of Career in Candy

Calvin K. Kazanjian. Monograph. 36 pages. Bibliography. Price \$1. This monograph is one of a series of 75 booklets used in connection with guidance activities wherever general counseling work is conducted and for individual reference purposes in the choice of a career. It was prepared by qualified authorities and is carefully designed to supply factual information on the following qualifications under normal conditions: (1) Personal qualifications required for engaging in the work. (2) Scholastic training needed. (3) Complete analysis of employment opportunities. (4) Remunerations received. (5) Chances for advancement. (6) Frank statement of advantages and disadvantages. (7) Possibilities for both men and women in the vocation or profession. Of special interest and value is the Analytical Index of Occupations on page seven of the monograph. For those interested in entering the candy industry, it is a fine explicit medium of information. For choosing the proper position in the field, it is indispensable.

#### How to Buy Merchandise Profitably

Irving Goldenhal. 241 pages. Illustrated. Price \$6. A clearly written, interesting book covering the complete merchandise picture. This book deserves recognition for the unusual manner of its presentation. It is not a cut and dried text book, but rather an exciting panorama of business today. In addition it is a highly informative edition on the market today for the veteran who wishes to start his own business. Actual situations are described, and solutions given in clear, concise manner. Excellent commentary, some business principles, includ-

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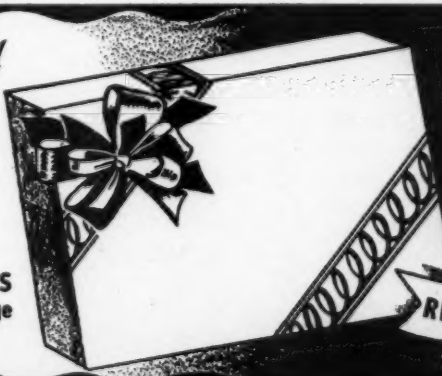
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ing a chapter on legal technicalities, make it a must for every businessman today.

### Sugars in Pharmacy Practice

*A Scientific report. Paul S. Pittenger, Ph.C., Ph.M., Phar.D., D.Sc. 53 pages. Listing of products containing sugar.*

An interesting treatise portraying the full import that sugar plays in the pharmaceutical industry. It is believed that this review will meet a wide-spread need for authoritative information on this subject, and will moreover be read with enjoyment and interest by non-technical people as well.

• **Monsanto Chemical Co.** announces promotion of Dr. Robert A. Ruehrwein to research group leader in the firm's central research department in Dayton, Ohio. An improved chemical coating which deepens the blue of a blueprint and increases legibility of paper is also reported. The product is a silica aquasol known as Merton CWB-2.

• **Imported Delicacies Co., Inc.**, New York, announces its English metal containers are now available in over 30 styles.

• **Reynolds Metals Co.** had net sales for 1946 totaling \$131,034,049, states R. S. Reynolds, president. Net profit for 1946 equaled \$4.94 on common compared with \$4.03 in 1945. Sales volume in January and February, 1947, totaled over \$30,000,000 as compared with about \$11,000,000 in the same months last year. The firm's primary aluminum capacity increased from 165,000,000 pounds in 1945 to 380,000,000 pounds in 1946. The record high earnings and production were achieved despite losses for the first six months of the year due to reconversion of the firm's more than 50 plants, Mr. Reynolds reveals.

• **Baker's Caracas Sweet Chocolate**, reported probably the oldest American solid chocolate confection, is now appearing in a new seven-color Reynolds Metals aluminum foil wrapper. Manufactured by Walter Baker Chocolate and Cocoa Division of General Foods Corp. of Dorchester, Mass., the bar weighs two and a quarter ounces.

• **John Henry Co.**, Lansing, Mich., announces production of a plastic card and envelope cabinet will be started soon. Models will be available in green, blue, pink, and amber.

• **E. I. du Pont de Nemours, Inc.**, stockholders have approved an increase in the authorized preferred stock from three million to four million shares, effective April 25.

• **American Machine & Foundry Co.** earned \$1,237,000 last year, it is reported. This is a gain of \$241,000 over the \$996,000 earned in 1945. After deduction of dividends of \$208,000 on the company's new cumulative preferred stock for eight months since its issuance in April, 1946, earnings per common share were \$1.05. Similar earnings in 1945 were \$1.02 per share.

• **Minnesota Mining & Manufacturing Co.**, earnings last year were nearly three times greater than in 1945, the firm's annual report reveals. Net income totaled \$9,921,244, equivalent to \$5.08 a common share, as compared with the previous year's net income of \$3,649,342, or \$1.87 a share.





# Appearance Counts

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SALES COUNTER, TOO



Are your products difficult to wrap? Are they fragile, irregular shaped, soft, or of multiple pieces? Wrap-O-Matic is wrapping just such confectionery and bakery products with *sales counter appearance* that gives them extra eye and sales appeal.

These illustrated items, picked from hundreds of Wrap-O-Matic wrapped packages, are definite proof that shape and texture are no obstacle for Wrap-O-Matic. Note the clean, trim lines (no tuck-ins or ragged ends), the attractive full-bloom appearance, and the positive register of labels. These are only a few of the extra advantages of Wrap-O-Matic.

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# Lynch

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# TECHNICAL LITERATURE DIGEST

## Pure Sugar From Spoiled Syrups

Emanuel Bloch and Richard J. Ritchie. A paper presented before the Division of Sugar Chemistry and Technology of the American Chemical Society.—Edible sugar supplies may be materially increased by a new method for extracting pure sugar from spoiled syrups and molasses products, it was reported recently.

The new method utilizes chemically charged resins to absorb impurities from sugar or molasses, the report continued, and, in addition, pure sugar organic acids, such as acotinic acid which is of great value to the plastics industry, can be recovered.

Two tanks containing substances capable of removing non-sugars from syrup are employed. In the first, calcium, potassium, magnesium, and other minerals are replaced by hydrogen, and acids are formed, the report continues. In the second, treated resins absorb the acids, leaving golden, bland sugar containing only about 6½ per cent impurities. The resins can be rejuvenated when they are exhausted, it was further stated.

It is believed that this method shall prove useful in the purification of frozen and spoiled cane syrups and molasses products. This would materially increase the supply of edible sugar, and would enable raw sugar mills to continue operating a limited portion of their plants between grinding seasons, resulting in an additional source of income for both the mill and the workers, it was pointed out.

## Proteins for Food From Wood Wastes

Elwin E. Harris, Martha L. Hannan and Ralph R. Marquardt. A paper presented before the Fermentation section of the American Chemical Society's Division of Agriculture and Food Chemistry.—Proteins for food and for industrial uses can be made by a new process for growing yeast from wood wastes, it was disclosed recently in a paper by the above named persons.

Sawdust, shavings, or slabs of wood, dry and free of bark, can be converted into sugar, which can be used to grow yeast cells it was explained.

If the cost of the equipment for producing yeast is not excessive, it may be possible to grow yeast at a price that will compete with other sources of protein for human and animal uses and for industrial uses, the report declared.

About 50 per cent of the wood can be converted into sugar, which in turn yields about 40 or 50 per cent yeast, it was asserted.

Complete utilization of sugar to produce yeast was obtained in 3 to 4 hours processing in continuous fermentor, the report said. Naturalization of the sugar and addition of sulphites and oxygen, it was found, increased the yield of yeast.

## Pressure Cooking of Soybean Oil Meals

Dr. Robert John Evans and Dr. James McGinnis. A paper presented before the American Chemical Society's Division of Agriculture and Food Chemistry.—A study of the influence of pressure cooking soybean oil meals on their nutritive values. Cooking temperatures of 212 and 266 degrees were used. In the work

reported, solvent extracted soybean flakes were cooked under pressure for 30 minutes at 266 degrees. The higher temperature gave a brown product while the lower one gave a golden colored product, it was reported.

In an attempt to determine what over-cooking does to soybean oil meal, it was analysed. It was found that 30 per cent of the lysine and 40 per cent of the cystine, but none of the methionine were destroyed by the over-cooking, the report said.

## Margarine Compares to Butter Nutritionally

Dr. Paul Gyorgy. A paper presented before the American Chemical Society's Division of Biology.—Biochemical evidence that margarine is just as nutritious as butter was presented recently.

In general, animal and vegetable fats differ only insignificantly, if at all in their nutritive value, it was stated.

It was said that recent experiments showed the rate growth of rats fed on skimmed milk with added fat was identical, regardless of whether the fat was butter or soybean oil.

This finding, it was further stated, tended to confirm the results obtained by other experimentors who tested a variety of fats, including margarine, butter, commercial hydrogenated fat, and corn, cottonseed, peanut and soybean oil, in addition to a diet of mineralized skimmed milk powder for rats.

It was further stated that, in the light of these and similar observations, generalized discrimination against vegetable fats, including margarine and filled milks does not appear to be justified.

"It is a safe prediction that after the intensive study of minerals, vitamins in the past, and currently of the proteins, fats will receive increasing attention in the science of nutrition, it was said.

## Proper Handling Protects Soybean Value

J. C. Fritz, E. H. Kramke and C. A. Reed. A paper presented before the American Chemical Society's Division of Agriculture and Food Chemistry.—Proper handling of soybeans to develop and protect the nutritive value of their protein will help to relieve the present and future shortages, it was predicted recently. When properly processed, soybean products contain protein value only slightly below that of the best animal protein, it was stated.

Although soybeans contain a large percentage of the protein, not all soybean products are equally valuable from a nutritive standpoint, it was explained.

The soybean or soybean product must be given heat treatment to make the protein readily available. In this respect the protein of the soybean differs from that of most other foods. In most cases heat damages the protein. This is also true of the soybean if the heat treatment is too severe, it was further explained.

Various kinds and degrees of heat treatment were studied in an effort to determine the extent of heat treatment to bring out the best biological value of the protein. Moist heat, as provided by pressure cooking, gave the best results, it was stated.

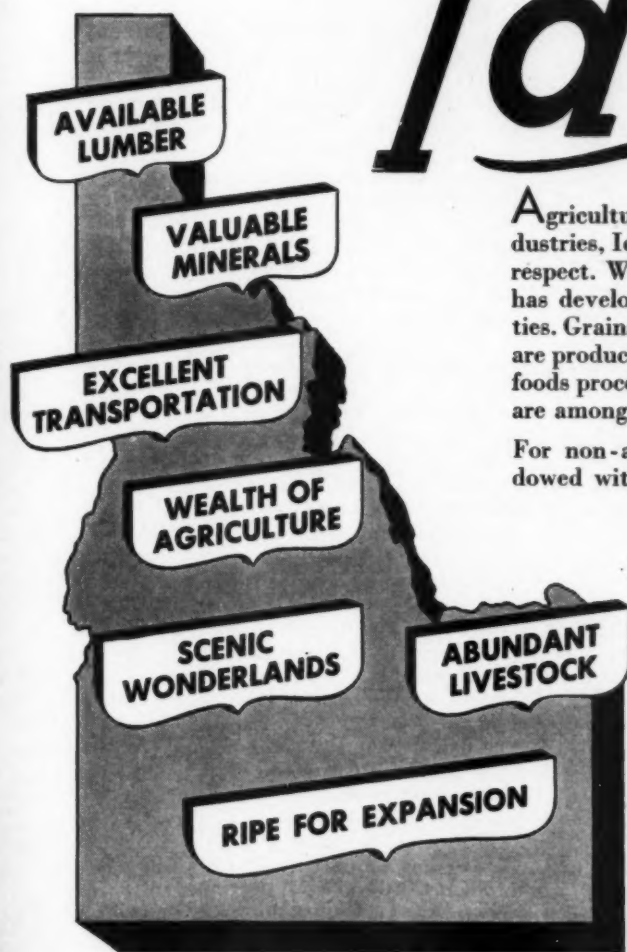
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ECTIONER



# Idaho\*

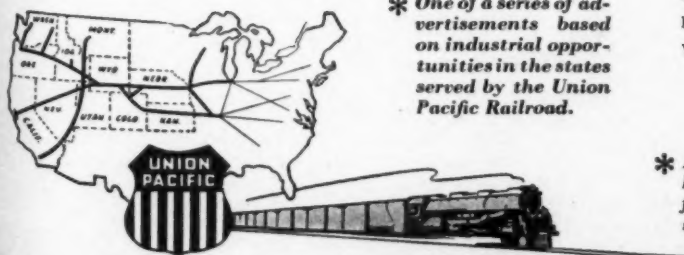


Agriculture being the life-blood of many industries, Idaho is particularly fortunate in that respect. World-famous for the Idaho potato, it has developed many other agricultural activities. Grains, vegetables, fruit... cattle and sheep are produced in abundance. Dehydration, frozen foods processing, dairying, canning and packing are among the state's flourishing industries.

For non-agricultural industries, Idaho is endowed with rich veins of minerals. Numerous manufacturers of stone, clay and glass products have established plants in Idaho. Lumber for building and wood products is available. Unsurpassed rail transportation is provided by Union Pacific.

As a vacation region, Idaho has a wonder-world of its own in Sun Valley... year-round sports center... the world famous primitive area... and in the scenic surroundings of Payette Lake.

Idaho is a young thriving state, ripe for further industrial development. It offers good living and working conditions, good schools, splendid cultural advantages... and its energetic citizens assure newcomers of a true western welcome.



\* One of a series of advertisements based on industrial opportunities in the states served by the Union Pacific Railroad.

\* Address Industrial Department, Union Pacific Railroad, Omaha 2, Nebraska, for information regarding industrial sites.

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THE STRATEGIC MIDDLE ROUTE



No Limit to Percentage of Stock Machine Can Handle

# Electronic Sorting for the Candy Plant

By DAVID C. COX\*

*Director of Research, Electric Sorting Machine Co.*

**T**HE FIRST sign of Photoelectric Sorting appeared in about 1890, when the first feeble electric eye was discovered. Very promptly a patent was taken out on a machine intended to sort beans automatically. Apparently the sorting of food products has long been recognized as a problem of major proportion. A rather astonishing number of people have told us at different times that they have spent time and money in attempting Photoelectric sorting. When such a business has tried so frantically and for so long a time to come into existence, it may be truly assumed that it involves some difficulty. A considerable effort is required to make such a machine function at all, but a far greater effort is required to obtain that degree of simplicity, ease of handling and reliability which are essential of commercial success. For instance, I designed a machine in 500 hours, which was constructed and operated but this machine was not offered to market until my personal time had reached 7,000 hours. In the early years of the Electric Sorting Machine Company we lived very close to trouble. Gradually and relentlessly we learned the great accuracy and unbelievable reliability that were demanded of an automatic sorting machine. Still more gradually and bit by bit we learned the things required to obtain this end.

## **First Machines Installed**

The first battery of machines put into the peanut field was designed to separate blanched peanuts, removing those which had not been completely blanched. The problem resolved into the matter of removing the dark beans from light beans and was quite similar to the separation of Michigan beans, which was our first undertaking. An entire series of batteries of these machines have been installed in plants of the same company and represent almost every model of machine which we have ever made. Shortly after the first installation of blanched peanut sorters, the problem came up of removing rots, sticks and stones from the raw peanuts. These two problems were handled in both Virginia peanuts and in the Spanish variety. The most recent installation was made late in 1946 and is sorting raw Spanish peanuts to a precision heretofore unobtainable.

The matter of precision itself deserves a word. It is not sufficient simply to remove bad articles. It is also necessary to assure that the machine passes all good articles and those which the customer consider "liners" or doubtful ones. We are often inclined to smile at the somewhat broad interpretation of the word "liner". The matter of perfection then becomes removing exactly the ones desired and no others. The difficulty which seems ever present, in the sorting business, consists in trying to find precisely what the customer wants removed and what things he does not want removed. This might seem an exaggeration but let me give you two examples which lead me to think that we do not always know what we are trying to do.

The customer once sent a bag of peanuts a counting of 6-5 of which were velvet beans. We prepared a machine particularly suitable for the removal of velvet beans. This prospect did not materialize but when some time later we actually installed machines for sorting raw Spanish peanuts, we did not encounter velvet beans at all. So the thing we had considered the principal problem was no problem at all. The second example also is in connection with this same installation. New samples had been submitted and we were aware that velvet beans were no problem. The color of the good peanuts was carefully measured and found to be pink—the color of the bad peanuts was also measured and classified generally as brown. A set up was then assembled designed to pass pink and remove brown. A battery of machines was manufactured and installed and appeared to function nicely. That is, it appeared to function nicely until one sad day, when a pathetic call came over the telephone to send somebody down, something had happened. I went—that plant was still doing precisely what it was designed to do, but I was learning the hard way that the pink skins turn brown late in the season. The machines were determined to not let brown things pass and were doing a very thorough job of removing them. By changing the color of light used for this separation, the trouble was promptly remedied and the sun again shown over Georgia.

The matter of precision might deserve a word of explanation. Some separations involve widely different colors, such as black and white and have been considered easy ever since we have been putting machines on the market. Other separations involve the removal of tints barely perceptible to the eye and these require much higher precision in the machine. The separation of blanched peanuts has always been rated as easy. The separation of unblanched peanuts has been classified as somewhat difficult until 1946 when it has been given a rating of "easy".

## **Two Types of Machines**

We manufacture two distinct types of machines—one of these machines can only remove dark articles from light ones. The other machine can remove articles differing in color but of exactly the same brightness. Samples received by the laboratory are measured very carefully to determine which of the two machines will do the better job of separation with this product. The machine which separates light and dark only, views two opposite sides of the article. The machine which makes the color distinction has a view of only one side. The machine having two views is only used where these two views are made absolutely necessary by the spotted nature of the product.

There is no limit to the percentage of stock which can be handled by the machine. For example, it is possible to remove 2 of culls or 40 of culls or 90 of culls, but in the last case the machine is set for reverse operation and then kicks out the good ones so that the conveyor belt handles the tonnage.

\*This article is a condensation of a speech by Mr. Cox before the Peanut Butter Manufacturers Association at a recent meeting in Chicago.

SENNEFF-HERR Candy Maker's Specialties are of "Sterling" Quality

# Senneff's

## CANDY MAKERS' SUPPLIES

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Increase Production  
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Ask For  
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Our New  
Candy Makers'  
Guide

# SENNEFF-HERR COMPANY

*Sterling, Illinois*



#### Bursting Cream Centers

We are having trouble with our hand roll cream centers bursting through the chocolate coating on the bottom. Invariably, fondant pushes a hole through the center part of the bottom of each piece.

Can you give us an idea of what is causing this, with a remedy for the same?

—Baltimore

REPLY: We appreciate your confidence in our ability to assist you in solving your problem of hand roll cream centers. We are enclosing the material on this subject that has been submitted by our technical expert. If there is anything further that we can do for you please write again.—Ed.

#### Chewing Gum Difficulties

Our plant is experimenting some difficulties with certain grades of

chewing gum that disintegrates itself within a short time, being unsuitable for market other than local. Possibly you have the name of an independent chemist who could take up this matter. Please be so kind as to forward us any information in this matter.

—Mexico

REPLY: Thanks so much for your recent kind letter requesting information on disintegration of chewing gum. I am turning the matter over to our technical advisor, and will send his report as soon as available. This should be within about ten days.—Ed.

#### Codes Bring Results

We wish to take this opportunity to thank you for the inquiries that you are forwarding to us on our product, and are pleased with the little write-ups in the coded section of *The Manufacturing Confectioner*.

Am looking forward to meeting you personally on my visit to Chicago in May.

—California

REPLY: Thank you for your kind letter. We are pleased that your advertising and our coded supplements have brought you inquiries. We

shall be most happy to see you when you come to Chicago on your visit in May.—Ed.

#### Sugar Coated Peanut Formula Fine

We acknowledge with thanks your recent letter and we would like to tell you that the recipe for sugar coated peanuts has been very satisfactory.

We would like to express our thanks to you for sending us this formula, as we are quite certain it will be very useful to us.

—Nova Scotia

REPLY: We are happy to have been of service to you. May we serve you in the future?—Ed.

#### Recipe for Hard Candy

Kindly send me your recipe for Hard Candy, using 20 per cent sugar and 80 per cent corn syrup.

Nova Scotia

REPLY: Our technical advisor has submitted a report on your problem which we are forwarding to you immediately. We sincerely hope that this will be of value to you. Should you desire further information, please write again.—Ed.

## The "EXCELCIDE" System

### FEATURES of the "EXCELCIDE" System

- 1 EXCELCIDE formula scientifically compounded for safe and efficient food protection.
- 2 EXCELCIDE formula scientifically compounded for potency and effectiveness in insect and rodent kill power.
- 3 EXCELCIDE products carry complete liability and property damage protection through a nationally known insurance company.
- 4 EXCELCIDE equipment is scientifically engineered for most efficient use of EXCELCIDE products.
- 5 EXCELCIDE service, comprises periodic surveys of plants, and confidential reports by our sanitation engineers.

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We specialize in the various sizes of Pecan pieces needed by the confectionery manufacturers.

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First choice for fine Chocolates for  
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## Coconut Situation Easing

By HARRY P. HALDT\*

*Sales Manager,  
Franklin Baker (Coconut) Division  
General Foods Corp., New York*

JUST TWO years ago, as a result of interest on the part of the confectionery industry, a study was conducted to determine the probable coconut tonnage which might be available in the then immediate present and early future. At that time the Philippine Islands, our largest source of supply, were occupied by the Japanese. Consequently, we were dependent for coconut on Ceylon and the West Indies. Shipments from Ceylon were under rigid governmental export control. In the view of the extreme shortage of oils throughout the world, the combined Food Materials Board exerted every means to increase production of this product rather than desiccated coconut. This, to a somewhat lesser degree, was also true in the Caribbean area—the only other source available to the United States for its coconut supplies.

While the West Indies have never supplied a large percentage of nuts, even this relatively small volume was cut materially when many of the Caribbean Islands completely embargoed exportations. As in Ceylon, the result was nuts were used principally for oil production and for local food consumption.

### Coconut Situation Better

Fortunately, the coconut situation, today, is showing marked improvements and actually it is fair to say coconut it almost here. This changed condition is very largely the result of new plant construction in the Philippines, which normally has been our principal supplier.

While conditions in both agriculture and industry are beginning to show considerable improvement, all reports refer to the adverse conditions besetting the return to normal. The financial situation is extreme. Credit is tight, even with the Philippine National Bank. Agriculture continues to confront a lack of seed, fertilizer and plantation equipment. Industry, while improving, has been called upon to surmount serious shortages of mill machinery, trucks, motors, piping, wiring and in fact all types of construction materials.

Greatest success has apparently been achieved in copra production, requiring, as it does, a minimum of industrial equipment. Inter-island transportation, following the establishment of better port facilities, has opened up additional sources of copra production. All of which is bringing us nearer to the day when we will have a more plentiful supply of coconut oil, probably processed in the United States.

The desiccated coconut industry, requiring local processing and depending in a large part on the mechanized installations, has taken a longer period to adjust itself, as a result of the lagging industrial activity. This situation has been high-lighted by the prolonged delays in arrivals at Manila of all types of construction materials and mill equipment. The limited amounts of building supplies available have been used largely for

(Please turn to page 115)

\*This interesting article is a condensation of Mr. Haldt's recent address on Coconut before a meeting of the Candy Executives' and Associated Industries' Club held in Brooklyn, N.Y.



# GREETINGS!

Again we look forward to welcoming you to Chicago as we meet for the National Confectioners Association Convention at the Stevens Hotel, May 25th—29th, 1947.

We extend to you a most cordial invitation to visit us at Booth No. 1 and our suite in the evening.

The R & R Group will be there to confer with you.

ED ROWE  
PETE SCHLESINGER  
JIM LYNCH  
OSCAR STOUT  
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# THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.*

## Easter Candies, Packages; Moulded Goods

### CODE 5147

**Assorted Marshmallow Rabbits  
& Gum Eggs— $\frac{1}{4}$  lb. 20c**

(Purchased in a department store,  
N. Y. C.)

**Sold in Bulk**

**Gum Eggs:** Good.

**Marshmallow & Gum Rabbits:** Good.

**Remarks:** Highly priced at 80c the pound.

### CODE 5J47

**Chocolate Coated Marshmallow  
Rabbit—no weight stated—15c**

(Purchased in a 5c and 10c Store,  
N. Y. C.)

**Sold in Bulk**

**Coating:** Very poor.

**Center: Color:** Poor.

**Texture:** Fair.

**Flavor:** None.

**Remarks:** Very cheap piece of candy.

### CODE 5H47

**Assorted Chocolates—1 lb.—\$1.00**

(Sent in for Analysis No. 4511)

**Appearance of Package:** Fair.

**Box:** Two layer type, full telescope, white embossed paper top, printed in black, white paper outside wrapper, tied with pink grass ribbon.

**Appearance of Box on Opening:** Fair.

**Number of Pieces:** 20 dark coated, 11 light coated, 2 foiled.

**Coatings:**

**Colors:** Good.

**Gloss:** Fair.

**Strings:** Fair.

**Taste:** Fair.

**Dark Coated Centers:**

**Cream:** Could not identify flavor.

**Poor cream.**

**Nut Cream:** Dry and hard.

**Fruit Paste:** Good.

**Vanilla Fudge:** Fair.

**Yellow Cream:** Could not identify flavor, poor cream.

**Grape Flavored Cream:** Poor cream.

**Cream:** Could not identify flavor.

**Cream** had a rancid taste.

**Orange Cream:** Fair.

**Pecan Top Cream:** Lacked flavor, poor cream.

**Chocolate Cream:** Fair.

**Pecan Cluster:** Good.

**Date:** Good.

**Nut Chew:** Hard and tough.

**Coconut Paste:** Coconut very hard.

**Nut Caramel:** Good.

**Chocolate Nougat & Caramel:** Fair.

**Light Coated Centers:**

**Pink Nougat:** Poor—No flavor.

**Taffy:** Fair.

**Caramel:** Fair.

**Brazil and Caramel:** Caramel had a rancid taste.

**Pecan Top Fudge:** Fair.

**Orange Peel:** Very hard.

**Ginger:** Good.

**Assortment:** Fair.

## Candy Clinic Schedule For 1947

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

**JANUARY—Holiday Packages; Hard Candies**

**FEBRUARY—Chewy Candies; Caramels; Brittles**

**MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.**

**APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars**

**MAY—Easter Candies and Packages; Moulded Goods**

**JUNE—Marshmallows; Fudge**

**JULY—Gums; Jellies; Undipped Bars**

**AUGUST—Summer Candies and Packages**

**SEPTEMBER—All Bar Goods; 5c Numbers**

**OCTOBER—Salted Nuts; 10c-15c-25c Packages**

**NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces**

**DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages**

**CLEARATE... lecithin at its best**

**CLEARFLÄ... the *NEW* butter flavor**

**will be demonstrated at Booth 407**

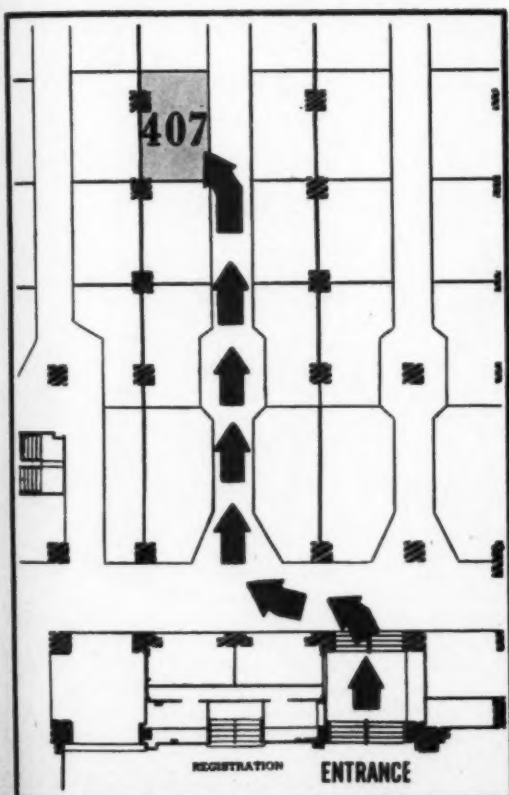
**N.C.A. Convention—May 25-29, Stevens Hotel, Chicago**



**C**LEARATE is widely known in the confectionery industry for its help in producing better looking, better tasting candy and chocolate. Because of its rapid, emulsifying action, Clearate disperses fats, oils and other ingredients more thoroughly throughout the batch. The natural result of this even distribution is a more tender, smoother textured confection whose fresher flavor lasts longer. Clearate saves cocoa butter, too.

Now . . . the W. A. Cleary Corporation is introducing a new product to candy manufacturers . . . Clearflä. A crystal-clear distillate of pure dairy products, it's as fresh, sweet, natural and mild as good, creamy butter. The many advantages of this better butter flavor will be demonstrated at the N. C. A. Convention and Exhibition, May 25-29, at the Stevens Hotel, Chicago.

So won't you drop in and pay us a visit. Members of our Consulting Staff will be on hand to assist you with your candy manufacturing problems.

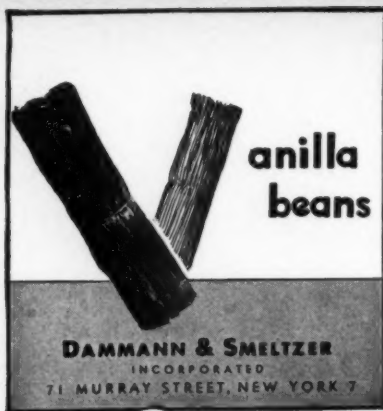


**W. A. CLEARY CORPORATION**

Department MC

New Brunswick, N. J.

Chicago, Ill.



# Honey

**We Solicit Your Inquiries**

**FOREIGN COMMODITIES CORP.**  
 100 Hudson St., New York 13  
 Telephone: WALKER 5-6286

**Remarks:** Box is too large for one pound of chocolates. Some of the pieces were broken, some were turned over.

We suggest that the centers, flavors and workmanship be carefully checked up as these chocolates are the poorest that the Clinic has examined in a long time. Many of the cream centers were unfit to eat, many pieces were rancid, caramels had an off taste. Cream centers were too deeply colored and assortment is not balanced. The Clinic has examined better chocolates at 50c the lb.

## CODE 5047

**Rabbit Novelty—1/4 oz.—12c**

(Purchased in a department store, N. Y. C.)

**Appearance of Novelty:** Good. Rabbit head on a pipe cleaner wire.

**Licorice Gum Drop:** Base amber colored cellulose wrapper.

**Gum Drop:** Very tough.

**Remarks:** Suggest a better grade of gum drop be used.

## CODE 5K47

**Chocolate Egg and Chick—10c**

(Purchased in a 5c and 10c Store, N. Y. C.)

**Appearance of Piece:** Good. Bottom

is a cracker dipped in chocolate, top is a sugar chick.

**Coating:** Very poor.

**Chick:**

**Color:** Good.

**Texture:** Good.

**Taste:** Poor.

**Remarks:** Very cheap piece of candy.

## CODE 5L47

**Solid Chocolate Rabbit no weight stated—5c**

(Purchased in a 5c and 10c Store, N. Y. C.)

**Sold in Bulk**

**Coating:** Dark.

**Color:** Good.

**Molding:** Good.

**Taste:** Fair.

**Remarks:** Suggest piece be wrapped in cellulose.

## CODE 5S47

**Easter Maple Sugar Candies —8 ozs.—\$1.00**

(Purchased in a department store, Boston, Mass.)

**Appearance of Package:** Fair.

**Box:** One layer type, brown printed in red.

**Appearance of Box on Opening:** Good.

**Contents:**

Molded Crystallized Maple Creams

Rabbits

Chicks and

Flowers.



"That's Jonesy... he's 100% sold on Cerelose."

**STEPS UP**  
**Quality • Flavor**  
**Texture**



You are cordially invited to visit us at Booth No. 208 at the Confectionery Industries Exposition, at the Hotel Stevens, Chicago, May 25-29.

**CORN PRODUCTS SALES COMPANY**  
 17 Battery Place • New York 4, N. Y.



late, top  
f candy.  
it  
Store,  
wrapped  
dies  
store,  
printed  
Good.  
Creams

Colors: Good.  
Crystallizing: Good.  
Molding and Shapes: Good.  
Flavor: Very good.  
Number of Pieces: 31.  
Remarks: The finest Maple sugar candies that the Clinic has examined for a long time. Very well made and neatly packed.  
Suggest a cellulose wrapper for appearance and to keep the box clean.

**CODE 5X47**

**Molded Chocolate Duck—no weight stated—50c**

(Purchased in a retail store, San Francisco, Calif.)

Appearance of Piece: Good. Cellulose wrapper.  
Coating: Color: Good.  
Gloss: Good.  
Molding: Good.  
Taste: Fair.  
Remarks: Attractive novelty, well made but highly priced at 50c.

**CODE 5P47**

**Maple Sugar Bunnies and Chicks—3 ozs.—45c**

(Purchased in a department store, N. Y. C.)

Appearance of Package: Good.  
Box: One layer, type, Brown. Printed in dark brown. Glassine paper band printed in green, white and purple.  
Appearance of Box on Opening: Good.  
Molding: Good.  
Color: Good.  
Crystal: Good.  
Texture: Good.  
Flavor: Good.  
Remarks: One of the best Maple Sugar Candies that the Clinic has examined this year.

**CODE 5Q47**

**Chocolate Rabbit—2 ozs.—25c**

(Purchased in a department store, Chicago, Ill.)

Appearance of Rabbit: Good. Foil wrapper, printed paper seal on bottom.  
Molding: Good.  
Chocolate: Dark.  
Color: Good.  
Gloss: Good.  
Texture: Good.  
Taste: Poor.  
Remarks: A cheap grade of coating, had an off taste.

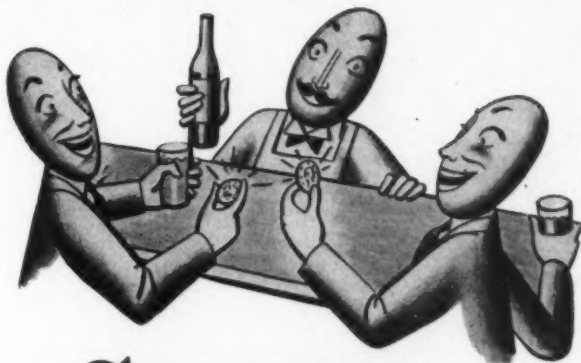
**CODE 5R47**

**Chocolate Coated Marshmallow Eggs—12 eggs—39c**

(Purchased in a department store, Milwaukee, Wisconsin)

Appearance of Package: Good for this priced package. Regular egg box printed in lavender and yellow.  
Contents: 12 eggs, 1/2 marshmallow eggs.  
Coating: Dark.

when cocoa beans go Dutch...



they use **SOLVAY**

TRADE MARK REG. U. S. PAT. OFF.



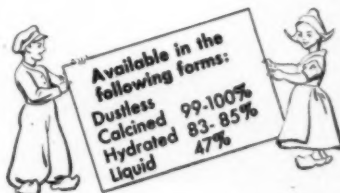
**potassium carbonate**

Cocoa beans treated the "Dutch Process" way will develop their full, rich flavor more completely with SOLVAY Potassium Carbonate. Solvay's pure, high grade product gives uniform results in this important food processing, particularly in neutralizing acidity.

In all food processing, absolute purity and uniformity of quality are of prime importance. Leading manufacturers have found they can depend on...

**SOLVAY Potassium Carbonate**

For the best Dutch Process Cocoa and Chocolates use high grade SOLVAY Potassium Carbonate



Available in the following forms:  
Dustless 99-100%  
Calcined 83-85%  
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**MAKE BETTER CANDY**

Spray and Roller Process Non-fat  
Dry Milk Solids, Whole Milk  
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**DAIRYLAND MILK**  
CORPORATION—ESTABLISHED 1933  
996 RAYMOND AVE. ST. PAUL 4, MINN.

PROTECT YOUR FUTURE

BUY YOUR EXTRA SAVINGS BONDS NOW



Color: Good.  
Gloss: Good.  
Taste: Fair.  
Center:  
Color: Good.  
Texture: Good.  
Taste: Fair.  
Remarks: The best novelty of this kind that the Clinic has examined this year.  
Suggest more flavor be added to the center.

#### CODE 5F47

**Fruit and Nut Egg—12 ozs.—\$1.00**  
(Purchased in a department store, Boston, Mass.)

Appearance of Package: Fair.  
Box: Blue, printed in dark blue.  
Appearance of Box on Opening: Good.  
Cut purple nest, egg wrapped in wax paper.  
Coating: Dark.  
Color: Good.  
Gloss: Good.  
Taste: Good.  
Center:  
Color: Good.  
Texture: Good.  
Taste: Good.  
Remarks: One of the best fruit and nut eggs that the Clinic has examined this year. A little highly priced at \$1.00. Suggest a cellulose wrapper for the box.

#### CODE 5C47

**Fruit and Nut Egg—no weight stated—25c**

(Purchased in a department store, Chicago, Ill.)  
Appearance of Egg: Fair. Wax paper wrapper.  
Size: Small for a 25c seller.  
Coating: Dark.  
Color: Good.  
Gloss: Good.  
Taste: Good.  
Center:  
Color: Good.  
Texture: Tough.  
Taste: Fair.  
Remarks: Center lacked flavor. Highly priced at 25c.

#### CODE 5D47

**Chocolate Marshmallow Egg 2 ozs.—10c**

(Purchased in a department store, Chicago, Ill.)  
Appearance of Egg: Cellulose wrapper.  
Coating:  
Color: Good.  
Gloss: Fair.  
Taste: Good.  
Center: Marshmallow.  
Color: Good.  
Texture: Good.  
Taste: Good.  
Remarks: The best 10c marshmallow egg that the Clinic has examined this year.

#### CODE 5M47

**Marshmallow Egg—no weight stated—15c**

(Purchased in a 5c and 10c store, N. Y. C.)

Sold in Bulk  
Coating: Fair.  
Center:  
Color: Fair.  
Texture: Good.  
Taste: Fair.  
Remarks: Very highly priced at 15c. Not a good eating marshmallow egg.

#### CODE 5G47

**Kiddie Easter Novelty Box 8 ozs.—69c**

(Purchased in a department store, Boston, Mass.)  
Appearance of Package: Fair.  
Box: One layer type, blue colored paper, printed animals in colors.  
Appearance of Box on Opening: Good.  
Contents: Marshmallow eggs, rabbits and panned cream and hard candies.  
Colors: Good.  
Marshmallow Egg: Texture: Poor.  
Flavors: None could be tasted.  
Marshmallow Rabbits: Texture: Poor.  
Flavors: None.  
Panned Pieces: Colors: Good.  
Panning: Good.  
Finish: Good.  
Centers: Good.

*first quality*

# EGG ALBUMEN

*for confectionery manufacturers*

## IN 4 FORMS

- POWDERED ALBUMEN
- GRANULAR ALBUMEN
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*Through  
the Years*



**... She Stands for CHOCOLATE Quality Supreme**

Since the days of Benjamin Franklin, the Walter Baker's "Chocolate Girl" has symbolized the finest in high quality chocolate products.

That is why generation after generation of discriminating chocolate users

have insisted on the purity and excellence of Baker's products.

When you choose Walter Baker's high quality products, you help to build more profits and an even greater distinction for your business.

**WALTER BAKER CHOCOLATE AND COCOA  
DIVISION OF GENERAL FOODS CORPORATION**

**DORCHESTER, MASS.**

*Since 1780*

*"A Quality Product for Every Chocolate Use"*



**Flavors:** None.  
**Remarks:** Suggest flavors be checked up also marshmallow formula. The poorest marshmallow that the Clinic has examined in some time. Suggest a cellulose wrapper for the box.

**CODE 5E47**

**Easter Novelty Box—no weight stated—25c**

(Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good. Box printed in colors, rabbits, chicks, etc., — Contained assorted chews, printed wax wrappers.

**Colors:** Good.

**Texture:** Tough and hard.

**Flavor:** Poor.

**Remarks:** Very cheap candy. Package is highly priced at 25c.

**CODE 5A47**

**Chocolate Coated Pecan Marshmallow and Chocolate Fudge Egg—1 3/4 ozs.—15c**

(Sent in for Analysis No. 4512)

**Appearance of Piece:** Good. Printed green glassine wrapper.

**Coating:** Good for this priced piece.

**Center Marshmallow:** Good.

**Fudge:** Good.

**Remarks:** One of the best eggs that

the Clinic has examined at this price, this year.

**CODE 5N47**

**Easter Novelty Basket—2 ozs.—50c**

(Purchased in a department store, N. Y. C.)

**Appearance of Package:** Good. Basket with small bows in lavender and purple on handle, candy wrapped in cellulose.

**Corn:** Good.

**Spiced Opera Drops:** Good.

**Panned Pieces:** Good.

**Sugared Hard Candy Pieces:** Good.

**Remarks:** Neat and attractive.

**CODE 5B47**

**Chocolate Shell Cream Peppermints—7 ozs.—75c**

(Sent in for Analysis No. 4513)

**Box:** One layer type, green paper white striped, name embossed in gold.

**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 24.

**Coating:**

**Color:** Good.

**Gloss:** Good.

**Molding:** Good.

**Taste:** Good.

**Center:**

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** A well made shell piece but highly priced at 75c for 7 ozs. Suggest a cellulose wrapper.

**CODE 5T47**

**Coconut Cream Egg  
1 lb.—89c**

(Purchased in a department store, Boston, Mass.)

**Appearance of Package:** Fair.

**Box:** Orchid colored paper printed in green and purple, rabbits, chicks, etc.

**Appearance of Box on Opening:** Good. Nest of cut cellulose, egg wrapped in wax paper.

**Coating:** Dark.

**Color:** Good.

**Gloss:** Good.

**Taste:** Good.

**Center:**

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** A good coconut cream egg. Suggest a cellulose wrapper for box.

**CODE 5U47**

**Marzipan Egg—1 1/2 ozs.—15c**

(Purchased in a department store, N. Y. C.)

**Appearance of Piece:** Fair. Cellulose bag, printed paper seal.

**Color:** Good.

**Shape:** Poor.

**To Bring Out The Best In Your Candies  
Use Fondant Process Chocolate**



**Merckens Chocolate Co., Inc., Buffalo 1, N. Y.**

**BRANCHES AND WAREHOUSE STOCKS IN  
BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND.**

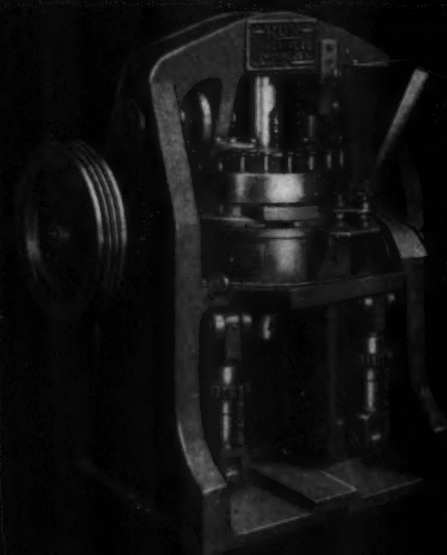
UP TO 3500 TABLETS PER MINUTE  
*automatically*

## with **KUX** ROTARY CANDY TABLET PRESSES

FOR CONTINUOUS, high speed production of candy tablets from sugar in powdered form or in a cooked, hot condition there is a Kux press to meet your needs. Completely automatic in operation, Model #25 requires only the occasional filling of the supply hopper with powdered material while on Model #HC-2 the hot cooked sugar is fed or spun into the machine in the form of a rope.

Adjustments for varying the thickness and weight of the tablets are easily and quickly made on either press, even while the machine is in operation. Constructed with machine tool precision, both presses are massive and strong throughout insuring continuous production of millions of tablets with set-up and downtime held to a minimum. Write for an illustrated catalog.

When in Chicago for the N. C. A. convention, plan to visit our plant  
for a demonstration of these machines



### Model 25

for automatically producing tablets from powdered or granulated sugar materials

	No. of Punches		
	21	25	35
Tablets, max. diameter	1 1/8"	3/4"	3/8"
Maximum depth of fill	1 1/8"	1 1/4"	1 1/8"
Tablets per minute—			
double action model, up to	840	1000	1400
single action model, up to	420	500	700
Horsepower required	5	5	5
Floor space, ft.			3' x 3 1/2'
Height, ft.			5'
Net weight, lbs.			5000
Gross weight, lbs.			5250
Boxed for export, ft.			4' x 5' x 6'

### Model HC-2

for automatically producing tablets from cooked sugar materials

No. of punches	70
Tablets, max. diameter	3/4"
Tablets, max. thickness	3/8"
Tablets per minute	3500
Horsepower req.	2 H. P.
Floor space, ft.	4' x 4'
Height, ft.	4'
Net weight, lbs.	2500
Gross weight, lbs.	2750
Boxed for export, ft.	5' x 5' x 5'



**KUX MACHINE COMPANY**  
3940 W. HARRISON STREET • CHICAGO 24, ILLINOIS

**Texture:** Good.  
**Taste:** Entirely to strong of bitter almond flavor.  
**Remarks:** Not a good eating Marzipan piece.

#### CODE 5V47

**Assorted Chocolates—1 lb.—\$1.50**  
 (Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good.  
**Box:** Round tin. Blue with imprint of white lilly and leaves on top. Printed cut out carton. Blue printed in white.  
**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 62, 2 foiled.  
**Coating:** Dark.  
**Color:** Good.  
**Gloss:** Fair.  
**Strings:** Good.  
**Taste:** Good.

#### Centers:

**Pink Cream:** Could not identify flavor.  
**Sponge:** Good.  
**Jelly:** Tough and lacked flavor.  
**Kernel Paste:** Fair.  
**Nut Nougat:** Good.  
**Pecan Cream:** Cream hard and lacked flavor.  
**Orange Jelly:** Fair.  
**Vanilla Caramel:** Fair.  
**Cordial Cherry:** Good.  
**Marshmallow:** Off color and tough.  
**Nut Caramel:** Tough.  
**Orange Cream:**  
**Flavor:** Good.

**Cream:** poor.  
**Chocolate Caramel:** Good.  
**Chocolate Fudge:** Had an off taste.  
**Vanilla Cream:** Good.

#### Assortment: Fair.

**Remarks:** Quality of candy is not in the \$1.50 the pound class. The Clinic has examined far superior chocolates at \$1.00 the pound.

Assortment contained entirely too many marshmallows and creams.

Suggest more flavor be used in some of the pieces.

Most of the pieces were bloomed on the bottom and a number of pieces had finger bloom on them.

Chewy pieces were tough and cooked too high.

Very cheap flavor in the pink cream.

#### CODE 5W47

**Assorted Chocolate Shell Pieces**  
**1 lb.—\$1.60**

(Sent in for Analysis No. 4514)

**Appearance of Package:** Fair.

**Box:** One layer type, brown color, gold seal in center, name in red.

**Appearance of Box on Opening:** Good.

**Number of Pieces:** 47.

**Coating:** Dark.

**Color:** Good.

**Gloss:** Good.

**Molding:** Good.

**Taste:** Good.

#### Centers:

**Chocolate Nut Paste:** Good.  
**Raspberry Jelly:** Good.  
**Coffee Cream:** Not a good coffee flavor.

**Cut Chocolate Ganach Square:** Good.

**Rum Cream:** Good.

**Caramel:** Good.

**Cut two layer Ganach:** Good.

**Apricot Jelly:** Good.

**Orange Cream:** Suggest orange pulp be used for flavor.

#### Assortment: Fair.

**Remarks:** Well made shell goods. Suggest a larger assortment. The following are good eating shell pieces —almond, paste nougat, pineapple or any fruit jelly, a few nut creams and fruit creams.

Suggest a cellulose wrapper for box.

Should be a good seller at \$1.60 the pound.

#### CODE 3C47

**Assorted Chocolates**  
**—1 1/2 lbs.—\$1.50**

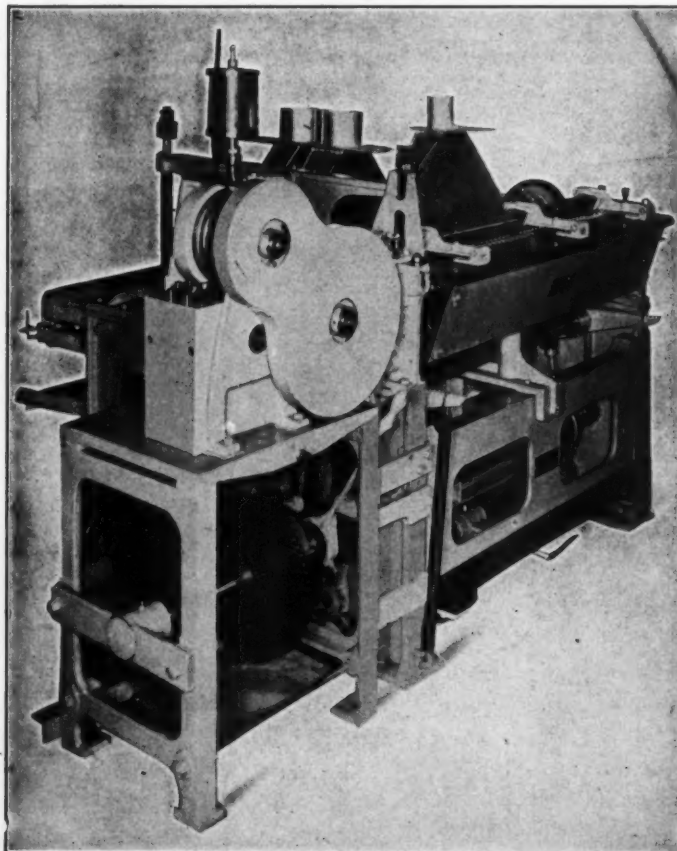
(Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Two-layer type, red slip cover, gold bottom. Name in gold on top chip board sleeve.

**Appearance of Box on Opening:** Good.

**Number of Pieces:** 35 dark coated, 11 light coated 2 unwrapped vanilla nut



## The Automatic Hard Candy Machine Model E

For producing all hard candies of  
spherical shape.

Balls

Kisses

Barrels

Eggs

Olives, etc.

One operator spins direct to machine.  
Capacities 3000 to 10,000 pounds.  
Our Model E incorporates all the  
developments of previous experience

There is no Substitute  
for Experience.

**John Werner & Sons, Inc.**  
 ROCHESTER 13, N. Y.



# WHAT **Sierra Candy Co.** THINKS OF EXCHANGE CITRUS PECTIN



T. A. WHITE

**Sierra Candy Co., Inc.**  
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**HIGH GRADE CHOCOLATES**  
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PHOENIX CHOCOLATE 2212-2214  
SAN FRANCISCO, CALIF.

February 21, 1947

California Fruit Growers Exchange  
Ontario  
California

Gentlemen:

We have been using Exchange Citrus Pectin for the past fifteen years and we are very happy to say that we have found that its standard quality makes it possible for us to manufacture a very fine and uniform quality of pectin base tender jellies, and we are proud to recommend Exchange Citrus Pectin to anyone who desires to manufacture good and tender jellies.

We also want to take this opportunity to congratulate your research-department for their fine work and splendid cooperation they have given us in technical matters.

Yours very truly,

SIERRA CANDY COMPANY  
Division  
McPhail Candy Corporation

*T. A. White*  
T. A. White



Nothing we can say about Exchange Citrus Pectin tells the story half so well as the testimony of its users—leaders in the candy industry of America.

**Exchange**

**CITRUS PECTIN**

**CALIFORNIA FRUIT GROWERS EXCHANGE**

Products Department, Ontario, California

400 W. Madison Street, Chicago 6 • 99 Hudson Street, New York 13

caramels, nut chew cellulose wrapper, two crystallized jellies, one half and half vanilla and chocolate caramel, cellulose wrapper.

**Coatings:** Dark and light.  
**Colors:** Good.  
**Gloss:** Fair.  
**Strings:** Fair.  
**Taste:** Good for this priced candy.  
**Dark Coated Centers:**  
**Orange Peel:** Good.  
**Date:** Good.  
**Fruit and Nut Paste:** Good.  
**Nut Chew:** Good.  
**Brazil Nut:** Good.  
**Cordial Cherry:** Good.  
**Fruit Paste:** Good.  
**Vanilla Cream:** Had a bad taste.  
**Cordial Raisin:** Good.  
**Nut Chew:** Good.  
**Vanilla Caramel:** Fair.  
**Grape Jelly:** Good.  
**Peanut Butter Blossom:** Good.  
**Orange colored Cream:** Poor flavor.  
**Chips:** Good.  
**Pink Cream:** Could not identify flavor.  
**Molasses Chew:** Good.  
**Vanilla Cream:** Fair.  
**Light Coated Centers:**  
**Grape Jelly:** Good.  
**Raisin Clusters:** Good.  
**Chocolate Nut Cream:** Good.  
**Fruit Paste:** Good.  
**Filbert Cluster:** Good.  
**Chocolate Paste:** Good.  
**Vanilla Nut Caramels:** Good.  
**Half and Half vanilla and chocolate Caramel:** Good.

**Mint Paste Gum:** Could not identify flavor.  
**Red Paste Gum:** Could not identify flavor.  
**Nut Chew, cellulose wrapper:** Good.  
**Assortment:** Good.  
**Remarks:** Suggest some of the flavors be checked up. Also recommend a better grade of flavors.

**CODE 4J47**  
**Semisweet Chocolate Bar**  
**1 1/8 ozs.—6c**

(Purchased in a drug store, N.Y.C.)  
**Appearance of Bar:** Good. Inside wrapper white paper; outside paper band printed in brown, red, and white.  
**Size:** Good.  
**Color:** Good.  
**Moulding:** Good.  
**Gloss:** Good.  
**Taste:** Good.  
**Remarks:** The best semisweet chocolate bar that the Clinic has examined this year.

**CODE 4K47**  
**Milk Chocolate Bar—1 1/4 ozs.—6c**

(Purchased in a drug store, N. Y.C.)  
**Appearance of Bar:** Good. Inside wrapper of white paper; outside paper band brown printed in silver.  
**Color:** Good.  
**Moulding:** Good.

**Gloss:** Good.  
**Taste:** Fair.  
**Remarks:** Chocolate lacked a good milk taste.

**CODE 4L47**  
**Milk Chocolate Almond Bar**  
**—1 oz.—6c**

(Purchased in a drug store, N.Y.C.)  
**Appearance of Bar:** Good. Inside wrapper of white paper; outside band brown printed in white.  
**Color:** Good.  
**Moulding:** Good.  
**Gloss:** Good.  
**Taste:** Good.  
**Remarks:** One of the best milk chocolate bars that the Clinic has examined this year.

**CODE 4P47**  
**Assorted Chocolates—1 lb.—\$1.40**

(Purchased in a department store, N.Y.C.)  
**Appearance of Package:** Fair.  
**Box:** Two-layer; full telescope type; white printed in green, black, red and blue; cellulose wrapper.  
**Appearance of Box on Opening:** Good.  
**Number of Pieces:** 12 light coated, 14 dark coated, 12 dark shell pieces, 4 caramels cellulose wrapped, 4 Jordan almonds, 2 foiled shell pieces.  
**Dark Coated Centers:**  
**Peppermint Cream:** Good.  
**Orange Cream:** Dry and tough.

*Right in Flavor*

*Rich in Quality*



flavors make a world  
of difference in the  
taste of candies.

**Schimmel & Co., Inc.**  
601 West 26th Street, New York 1, N. Y.

Jelly: Good.

Lemon Cream: Very poor lemon flavor, poor cream.

Red Jelly: Could not identify flavor.

Vanilla Marshmallow: Good.

Light Coated Centers:

Vanilla Caramel: Good.

Coconut Cream: Poor.

Hard Candy Blossoms: Good.

Chocolate Paste: Fair.

Shell Centers:

Coffee Cream: Good.

Strawberry Cream: Good.

Almond Paste: Good.

Yellow Cream: Could not identify flavor.

Chocolate Paste: Good.

Chocolate Ganach: Good.

Assortment: Fair.

Remarks: Suggest a better grade of flavors be used in the cream centers. Fondant formula should be checked. Very poor creams. Suggest a larger assortment for this priced candy.

#### CODE 4Q47

#### Assorted Chocolate Nuts and Fruits—1 lb.—\$1.25

(Purchased in a candy store, Chicago, Ill.)

Appearance of Package: Fair. See Remarks.

Box: One-layer type; buff printed in brown.

Appearance of Box on Opening: Poor.

Number of Pieces: 23 dark coated, 43 Light coated.

Coatings: Dark and light.

Colors: Good.

Gloss: Fair.

Strings: Fair.

Taste: Fair.

Dark Coated Centers:

Date Paste: Fair.

Brazils: Good.

Cordial Cherry: Good.

Light Coated Centers:

Cashew Clusters: Good.

Almonds: Good.

Assortment: Too small.

Remarks: Quality of candy is not up to standard of good \$1.25 chocolates. Cheap looking box.

#### CODE 3M47

#### Assorted Chocolates

—1 lb.-3¼ ozs.—\$1.50

(Sent in for Analysis No. 4507)

Appearance of Package: Good.

Box: One-layer type; silver embossed metallic paper white center small flowers in red, blue, and silver, center panel embossed in red and silver. Outside wrapper of white paper. Bottom of box wrapped in cellulose.

Appearance of Box on Opening: Good.

Number of Pieces: 18 dark coated, 19 light coated.

Coatings: Dark and light.

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark Coated Centers:

Vanilla Caramel: Good.

Vanilla Nut Caramel: Good.

Vanilla Nut Fudge: Good.

Vanilla Creams: See Remarks.

Vanilla Buttercream: Good.

Chocolate Cream: Good.

Fruit and Nut Nougat: Good.

Raspberry Cream: Good.

Light Coated Centers:

Black Walnut Hard Candy Chip: Good.

Fruit and Nut Nougat: Good.

Vanilla Coconut Cream: Fair.

Chocolate Cream: Good.

Vanilla Nut Caramel: Good.

Fruit and Nut Caramel: Good.

Vanilla Caramel: Good.

Almond Clusters: Good.

Assortment: Too small.

Remarks: Coatings and centers were of the best quality. Neatly packed, neat and attractive box. Very good workmanship. Suggest a larger assortment and smaller pieces for this priced candy.

We know that in the Far West and on the Coast that soft light creams are popular, but in the East these creams would be called soft and "slimy." We do not consider these creams good eating, as they are similar to a marshmallow.

USE M. C. CLASSIFIED ADVERTISING to Sell or Buy Used Equipment.

## We know

Where apples ripen  
on the bough in the nation's great  
apple-growing states — Speas  
plants are located to assure a  
constant supply of the best in each region.  
In these fine, modern plants apples  
are processed into SPEAS APPLE PRODUCTS—  
famous to American manufacturers for  
three generations.

#### NUTRI-JEL

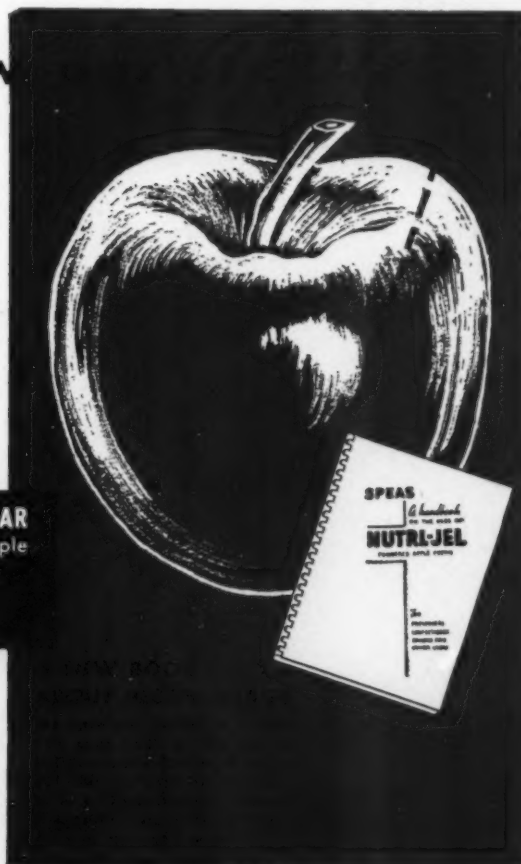
Powdered Pectin  
for making jams,  
jellies, preserves.

#### CONFECTO-JEL

A powdered Pec-  
tin product for  
making better jel-  
lied candies.

#### APPLE VINEGAR

and other Apple  
Products.



# SPEAS COMPANY

General Offices Kansas City 1, Missouri



## Chocolate Covered Cast Creams

(Continued from page 42)

When thoroughly mixed, shut off mixer, drain steam jacket of kettle and cast at once.

Do not overheat batch or depositor.

Let set overnight.

Shake out only enough centers to last dippers one hour.

Do not overload trays while shaking centers out of starch. Dip in high grade chocolate coating.

### REMARKS:

If handled correctly, this formula produces a very fine smooth hand rolled type center. Ideal for highest grade hand dipped 5 lb. bulk or package assortment.

### FLAVORS:

Use only finest grades. Paste flavors and emulsions are best.

### FRAPPE:

Use a frappe made especially for hand rolled creams, containing not less than 3 lbs. egg albumen (dry basis) and 9% invert sugar to each 100 lbs. frappe.

### UNSATISFACTORY RESULTS:

See section on this in accompanying article.

## SOFT CENTER FOR MACHINE DIPPING

### Part 1

#### FONDANT:

420 lbs. standard or medium graulated sugar

19 gal. water

Cook to 235 degrees. Add

180 lbs. corn syrup

Cook to 248 degrees.

**T**HESE FORMULAE have been carefully selected and prepared by Mr. Richmond to accompany this article. Formulae on other types of candy will accompany following articles by Mr. Richmond each month.

Cool to approximately 120 degrees.

Run on cylinder beater or dough mixer.

Place in remelt mixing kettle—

325 lbs. fondant

Remelt slightly. Add

20 lbs. frappe No. 3-R (See Remarks)

20 lbs. invert sugar

Mix until smooth. Add

### Part 2

#### BOB:

100 lbs. sugar

4½ gal. water

25 lbs. corn syrup

Cook to 236 degrees.

Mix Part 1 and Part 2 and heat to 140-145 degrees.

Withdraw ¾ pail and add to contents—

Flavor to suit requirements

8 oz. invertase

4 oz. acid solution (2 oz. tartaric acid—2 oz. water)

Pour back into batch.

Mix well and cast into dry batch.

Let set overnight.

Shake out and machine dip.

Use bottomer attachment and hand string.

### REMARKS:

This formula produces a smooth, soft center. Ideal for better grade Christmas assortment. Do not overload trays when shaking out of starch. Dip in good grade chocolate coating. Use 22 to 25% coating on finished chocolates.

### FRAPPE:

Use very good grade commercial frappe containing at least 3 lbs. egg albumen (dry basis) to each 100 lbs. frappe. If equipped for frappe making, advise making own frappe which contains 40% sugar content.

### UNSATISFACTORY RESULTS:

See section on this in accompanying article.

(Please turn to page 97)

## They can't get enough of the candy that's made with Swift's Fluff-Dried Albumen

Get that delicious quality customers crave. It's easy with Swift's Fluff-Dried Albumen in your candy mix.

Can't clump, and here's why:

Choice liquid egg whites are slowly moved through active strainers in a special patented Swift process which produces the just-right body for high quality albumen.

Dissolves instantly *without soaking—without clumping—* and whips up lightning-fast into fluffy-white clouds that keep their peaks for smooth streamlined mixing, from fast start to whirlwind finish.

Order from your Swift Salesman or nearest Swift branch



## CAST VANILLA BUTTER CREAM NO. 1

(Using Caramel Paste Milk Solids)

### Part 1

#### FONDANT:

100 lbs. standard or medium  
granulated sugar  
4½ gal. water  
1½ oz. cream of tartar  
Cook to 235 degrees. Add  
20 lbs. corn syrup  
Cook to 247 degrees.  
Fondant may be run on ball type  
dough mixer, or cylinder beat-  
ers. Cook to 120 degrees be-  
fore creaming up. Use same pro-  
portions if larger batches are  
made.

Place the above fondant in the  
remelt mixing kettle.

Remelt slightly and add

15 lbs. frappe No. 2 (See Re-  
marks)

15 lbs. invert sugar  
Mix until smooth. Add

### Part 2

#### BOB:

15 lbs. sugar  
3 lbs. corn syrup  
20 lbs. caramel paste  
Small amount of water  
Mix until smooth. Add  
Water to dissolve  
Cook to 232 degrees. Add  
1 lb. fine salt

Mix Part 1 and Part 2 and heat  
to 140-145 degrees.

Withdraw ¾ pail and add to  
contents—

4 oz. vanilla flavor

2 oz. invertase

1 oz. acid solution (½ oz. tar-  
taric acid—½ oz. water)

Mix well and pour back into batch.

Mix and cast into dry starch.

Let set overnight.

Shake out and hand dip in good  
grade chocolate.

#### REMARKS:

This formula produces a smooth,  
soit plastic center. Ideal for

*"Have everything ready before  
starting a batch. The one ingredient  
or machine not ready when needed  
has been the cause of many spoiled  
batches."—W. L. R.*

Home Made Style Assortment.  
Cast into large moulds. Weight  
of finished chocolates about 18-  
20 pieces to 1 lb. Retains its  
flavor for a long period of time  
without getting rancid.

#### FRAPPE:

Use good commercial frappe con-  
taining a least 2 lbs. egg albu-  
men (dry basis) to 100 lbs.  
frappe.

#### UNSATISFACTORY RESULTS:

See section on this in accompany-  
ing article.

## LOW COST CHOCOLATE DROP NO. 2

### Part 1

#### FONDANT:

Place in mixing kettle—

130 lbs. fondant (70% sugar,  
30% corn syrup, cooked to  
244 degrees)

Add—

### Part 2

#### BOB:

60 lbs. sugar

60 lbs. corn syrup

Water to dissolve

Cook to 238-240 degrees.

Mix Part 1 and Part 2. Add

25 lbs. frappe No. 1½ (See Re-  
marks)

3½ oz. vanilla flavor

Mix and heat to 170-175 degrees.

Cast into dry starch.

Let set until firm.

Shake out and machine dip in  
chocolate.

#### REMARKS:

This formula produces a low cost  
drop with smaller percentage of  
sugar and also contains a small-  
er percentage of fondant.

#### FRAPPE:

Use a commercial frappe contain-  
ing 1½ lbs. egg albumen (dry  
basis) to 100 lbs. frappe.

#### UNSATISFACTORY RESULTS:

See accompanying article.

# HUBBERT

Stainless Steel Steam Jacketed Kettles—Stationary or Tilting—with or without Agitators and  
Scrapers, Safety Valves, Draw Off Valves, etc. All Hubbert Kettle Shells are seamless, die  
drawn from one single sheet. Shells have no welds to crack, corrode, contaminate or leak.

Special Equipment To Your Design



1. SEAMLESS SHELLS

2. SANITARY

3. EFFICIENT

Hubbert Kettles built to ASME & CANADIAN Codes.

Request certificates when ordering.

4. SUPER QUALITY

5. SAFE

6. DURABLE

Manufactured by:

**B. H. HUBBERT AND SON, Inc.**

1311 South Ponca Street,  
Baltimore 24, Md.

Exclusive Distributor

Baking & Confectionery Industries:

**VACUUM CANDY MACHINERY COMPANY**

15 Park Row, New York 7, N. Y.

# In Spite of All Possible Production Increases

*We Can't Supply Enough*

# Sweetose

REG. U.S. PAT. OFF.

## THE ONE ALL-PURPOSE SWEETENER

The demand for *SWEETOSE* is constantly increasing but, at the present time, we are not able to further increase our production to meet this demand. This means that we are forced to allocate our production.

*SWEETOSE* is not a substitute—it is a new food invention made from corn. Because it's really sweet it can replace ordinary corn syrup, invert sugars, refined dextrose, and ALL other sweeteners. It permits faster cooking and whipping. . . . Is *three times as fluid* as regular corn syrup and is easier to handle in tanks, pipelines and kettles. Because it is *twice as sweet* as ordinary corn syrup it accents the taste of products in which it is used. It produces smoother, more tender products because of its unique and superior characteristics and has exceptional moisture retaining qualities that keep your products fresh and appealing for a longer time. These are some of the reasons for the great demand for *SWEETOSE*, the ALL-PURPOSE sweetener.

We sincerely regret that we are not able to supply enough *SWEETOSE* to go around. . . . That, for the present, there must be restrictions on the distribution of this product. That is why it has been necessary for us to set up a policy—which we feel is fair to all—regarding the sale of *SWEETOSE*.

**A.E. Staley MANUFACTURING CO.**

INDUSTRIAL SALES DIVISION  
DECATUR, ILLINOIS



## CONFECTIONER'S BRIEFS

- **Sweets Company of America, Inc.**, has named Alvyn G. Schmale sales manager of its grocery division.
- **Thinsell Candies, Inc.**, wholly owned subsidiary of the Carr-Consolidated Biscuit Co., has leased as of August 1, 1947, the five-story building now occupied by the Johnson Candy Co. on W. Superior St. in Chicago, for an expansion of its candy making facilities. Conclusion of negotiations for sale of \$2,500,000 20-year sinking fund debenture due in 1967 is also announced.
- **A. K. Ackerman Co.**, Cleveland, announces Ralph J. Capers has been appointed a sales representative.
- **Universal Match Co.** announces promotion of Joseph Shapiro as assistant to S. M. Rosenberg, vice-president. Mr. Shapiro will have charge of sales for the firm's Central and Mid-West area and in addition will continue to conduct its sales training schools. Harry Golden also has rejoined the firm as an assistant to Mr. Rosenberg. His headquarters will be in New York.
- **Rexall Drug Co.** has named James D. McMillen to head a new department which will direct development of Rexall's own line of candy, pure foods, and soda fountain products, says A. F. Jacobson, vice-president in charge of merchandising.
- **John T. Bond & Son**, Los Angeles, is distributing a new brochure on marketing of candy and other foods in Oregon, Washington, California, Idaho, and Nevada.
- **Modernization of confectionery** and ice cream stores will be a feature of the first annual Store Modernization Show to be held at Grand Central Palace, New York, July 7-12, says John W. H. Evans, managing director.
- **Don and Peggy Peterson**, Williams Bay, Wis., have established a new candy kitchen for merchandising sweets by mail. Production at present is limited to caramel covered popcorn. Brown sugar candies and pecan filled pralines will be offered soon.
- **Confectionery Salesmen's Club of Baltimore, Inc.**, will hold its annual outing June 12 at Brendel's Manor Park near Ellicott City, Md. on Route 40. At the April meeting B. Weldon Sprecher, chairman of the program committee, presented W. H. Hamill of the Baltimore Ass'n of Commerce, as guest speaker.
- **Institute of Food Technologists'** seventh annual food conference will be held at Boston's Hotel Statler June 1-5. Forum subjects include sanitation in food transportation, storage, and processing; refrigeration and freezing.
- **NCA's Council on Candy fund** for 1947 passed the \$150,000 mark early last month, it is announced. Pledges are running about 5 per cent higher than in 1946.
- **Candy should not be singled out** from other foods and subjected to discriminatory taxation, three industry spokesmen told a special hearing of the Fiscal Sub-Committees of both House and Senate District of Columbia committees in Wash-



ington last month. Industry witnesses were: C. E. Steidel, vice-president of Fannie May Candy Co., Philip P. Gott, NCA president, and Harold O. Smith, Jr., manager of NCA's Washington office. Manufacturing confectioners and jobbers, it is suggested, should keep a close watch on all sales tax bills and notify NCA immediately if a discriminatory clause in a pending bill is noted. States in which discriminatory bills have already been introduced include Georgia, Connecticut, Maryland. Bills in Connecticut and the District of Columbia will be voted upon soon. Maryland passed its bill, modeled after New York City's retail sales tax, and joined with California in its "anti-candy" sales tax stand, NCA reports.

• **Farm price of 1947-crop** farmers stock peanuts will be supported at 90 per cent of parity as of July 15, beginning of the marketing year, reports the U. S. Dept. of Agriculture.

• **Magnus, Mabey & Reynard, Inc.**, has acquired a seven-story warehouse in New York City. The addition increases the firm's storage space by 35,000 sq. ft.

• **The Labco and Vitamin Products** of the Borden Company's special products division has opened sales offices in Chicago under management of M. K. Harris, Jr.

• **Slight increase** in the price of sugar handled by some primary distributors will result from an OPA action providing that the 100-lb. paper bag shall be the basis bag which all primary distributors shall use in determining maximum prices for direct consumption sugars, states OPA.

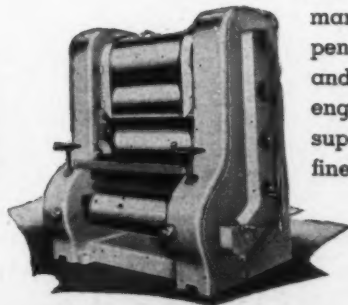
• **National Ass'n of Wholesalers** announces a \$1,500 prize contest for articles on the function of wholesaling. Joseph Kolodony, president, also states the association plans to establish a \$1,000 fellowship for research in wholesaling in a leading university.



**LAMONT, CORLISS & CO.** announces William K. Wallbridge as new president succeeding the late Robert H. Cory. Mr. Wallbridge joined the firm in 1906.

• **Fanny Farmer Candy Shops, Inc.**, has arranged with the Mellon Institute for a research fellowship on a number of basic problems in candy manufacture, says John D. Hayes, president. A new model factory is in construction in New York City and further arrangements are being made for smaller factories. Mr. Hayes also states that shortages of critical materials such as sugar, butter, and heavy

## THE IMPORTANCE OF STAMINA



**T**HE great locomotives that keep heavy freight loads moving over steep mountain grades have an assignment that calls for staying power . . . an assignment that demonstrates the importance of stamina.

In chocolate mills it is particularly important. That is why so many of the country's leading chocolate manufacturers have learned to depend on Lehmann Mills for long and trouble-free service. Precision engineering of the highest order, superior craftsmanship and the finest of materials combine to give Lehmann Mills outstanding staying power under even the heaviest of production schedules.

**LEHMANN**  
THE STANDARD FOR QUALITY  
IN MACHINERY

**J. M. LEHMANN COMPANY, Inc.** MAIN OFFICE and FACTORY  
*Lyndhurst* NEW JERSEY

cream "are beginning to ease somewhat" and that his firm hopes "soon to be able to bring back at least some of the old favorites that had to be discontinued in wartime."



**WILBUR BUDS** are now being placed on the market in a new cellophane wrapper of brilliant red background with an off-center white oval medallion for easy identification.

- **Hershey Chocolate Corp.**, Hershey, Pa., announces the election of Mr. P. A. Staples as president and chairman of the board of directors. Other officers elected are: Mr. Ezra F. Hershey, treasurer; L. W. Majer, secretary and Mr. O. E. Bordner, comptroller.
- **Curtiss Candy Co.**, Chicago, recently received its fourth consecutive award from the Liberty Mutual Insurance Co. for prevention of accidents in operation of its nation-wide fleet of trucks, Mr. Otto Schnering, president, announced recently.
- **Bunte Brothers**, Chicago, had a net profit of \$1,007,937 for the year ended December 31, 1946,

it is stated. This amounted to \$12.10 a share on outstanding common stock and compares with a net of \$683,285, or \$8.20 a share on common stock for the preceding year.

- **Cook Chocolate Co.**, Chicago, is now producing a milk chocolate bar, Robert I. Johannot, vice-president and director of Vita Sert sales, stated recently.
- **Planters Nut & Chocolate Co.**, Wilkes-Barre, Pa., recently launched a six weeks contest with more than \$40,000 in prizes, it is reported. Included in the prizes are six new Hudson sedans.
- **Jack Singer & Co.**, Los Angeles, food brokers, have entered the exporting business, it is stated. They will specialize in candy, California grown dates and other foods. Mr. Singer recently associated himself with Steel Machinery Export Corp., where he is in charge of the Food Department.
- **Brown & Haley**, Tacoma, Wash., recently had one of their posters chosen as one of the "100 best posters of 1946" at an exhibition in Chicago, it is stated.
- **Readers attention:** Relatives of Henrich Munch, formerly in the candy business, are seeking his whereabouts. If anyone can be of assistance in locating Mr. Munch, please inform this publication.
- **Curtiss Candy Co. Farm**, Cary, Ill., was the meeting place for a recent get-together for the Northern Illinois Guernsey Breeder's Asso.
- **Loft Candy Corp.**, Long Island City, recently announced the opening of seven new stores throughout the East. This is in conjunction with

**While in Chicago for the NCA Convention we invite you to  
Booth 104 to see**

# HI - GLOSS

**The New Plastic Cooling Tunnel Belt That Gives The  
Bottoms Of Your Chocolates That Hand-Dipped Shine.**

We have been able to step up our production of Hi-Gloss to meet the rising demand for this sensational tunnel belt—send your order now for immediate shipment.

We also have available HI-GLOSS No. 1 in sheets for Hand Dipping—Indefinite Life and High Shine make HI-GLOSS No. 1 more economical than any type of dipping paper—Can be easily cleaned and imparts a mirror-like shine on the bottoms of your chocolates.

**REMEMBER:** "VOSS" has the most complete line of belting and specialties for the CANDY INDUSTRY. Send in your orders for Batch Roller Belts; Endless Feed & Bottomer Belts; Caramel Cutting Boards; Packing Table & Delivery Belts, and other canvas specialties.

## VOSS BELTING & SPECIALTY CO.

5305 No. Ravenswood Ave., CHICAGO 40, ILLINOIS  
Longbeach 4534-35

their vast expansion program. It was further announced by the company that Miss Matilda L. Clark has been appointed manager of advertising and public relations, and Miss Ruth I. Price, display manager.

• **Arch Riddell**, president of Riddell Co., Los Angeles, is on an extended business and vacation trip through the Mid-west and the East.

• **General Foods Corp.**, New York, recently appointed Bertram B. Warren as assistant to Robert R. Stevenson, treasurer. Mr. Warren was formerly a divisional manager for personnel administration.



**E. W. BROOKS**, vice-president and general manager of Thin-shell Candies, Inc., whose firm—a wholly owned subsidiary of Carr-Consolidated Biscuit Co.—is planning an expansion program to achieve an annual production of 15,000,000 pounds of candy.

• **Beech-Nut Packing Co.**, Canajoharie, N. Y., recently approved a recapitalization plan involving a 3½ for one split of the common stock. There are 475,000 shares of common stock authorized, and 437,524 outstanding at present.

• **American Chicle Co.**, New York, recently announced its earnings for the first two months of this year were about 10 per cent ahead of the same period last year.

• **William Wrigley Co.**, Chicago, has had favorable operating results so far in the first quarter of 1947, states J. C. Cox, president.

• **Universal Match Corp.**, St. Louis, and its candy division executives were hosts to conventioners at the recent NATD meeting. The delegation was headed by A. H. Rosenberg, president and S. M. Rosenberg, vice-president and director of sales.

• **Mars, Inc.**, Chicago, recently announced that its show "Curtain Time" will be featured on the NBC chain as of May 3.

• **Pennsylvania Manufacturing Confectioners' Ass'n** Production Research Project will hold a symposium at Lehigh University, Bethlehem, Pa., September 8-11. Speakers include: Dr. Ray T. Wendland, assistant professor of chemistry and director of the project; James A. King, vice-president, The Nulomoline Co.; Dr. Stroud Jordan, manager, Manufacturers Service Division, American Sugar Refining Co.; John Krno, head of the technical service department, Corn Products Sales Co.; John Clay, sales promotion manager, National Starch Products, Inc.; Gerald S. Doolin, NCA sanitation director. Other speakers to be announced will dis-

**When your customers get fussy again...**



*How will your present vanilla flavoring rate then? Does it have the proper balance between taste and aroma to please the palate?*

Before the war, many confectioners who wanted to give their customers the best depended on Aromanilla to help develop the full flavoring qualities of their recipes.

During material shortages, many more changed to Aromanilla in order to help make the only ingredients they could get turn out better.

Now, as Her Royal Highness, Mrs. Consumer, gradually comes into her own again, good flavoring will help keep many confectioners ahead of competition.

*Here's why confectioners can depend on Aromanilla to help them produce palate-tempting goods:*

**QUALITY:** Aromanilla is based on Mexican Vanilla Beans—the finest source of vanilla flavor.

**STABILITY:** Aromanilla will not fade out. The volatile solids of the bean which dissipate under temperatures reached in cooking or freezing are replaced with similar but more sturdy natural flavoring extractives. Thus, all the flavoring elements of the Mexican Vanilla Bean remain intact and ripen in the finished goods.

Why not try Aromanilla now? We are so sure that it will help improve the palate-appeal of your goods that we are offering a trial supply with a money-back guarantee. Place your order by using the coupon below; and if, after using Aromanilla, it doesn't meet with your approval, return the unused portion collect and we'll gladly refund your money.

#### TRIAL OFFER

I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:

1 pint concentrate (equals 2 gals. standard flavor) \$8.00  
1 gal. concentrate (equals 16 gals. standard flavor) 52.00

Name ..... Position .....  
Company .....  
Street .....  
City ..... Zone ..... State .....  
B-7

**Aromanilla**

Imitation Vanilla Flavor

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HELPING CUSTOMERS IMPROVE THE TASTE OF THEIR GOODS SINCE 1901





**Home of  
"The Candy Cooling People"  
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We design to suit your requirements.

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cuss refrigeration, emulsifiers, homogenizers, conveyors.

Admission will be limited to men with at least two years' practical experience and affiliation with the U. S. confectionery industry. Fee is \$10. John Henry is chairman of the research committee. Address is: DeWitt Henry Co., 4837 Stenton Ave., Philadelphia 44.

• **National Confectionery Salesmen's Ass'n** of America reports the following have become members of its "25 Year Club": Max Bernstein, Abe Friedemann, Rufus Gillett, Jacob Goldberg, Max Karp, P. Frank Larkin, F. L. Leonard, P. J. Miller, John Shapiro, Harry P. M. Tolson, and Glenn C. Ulrich. Total NCSAA membership is announced at 753.

• **James O. Welch Co.**, Cambridge, Mass., announces appointment of Richard H. Mailey as district sales manager for the Boston factory's territory. Robert C. Daugherty, purchasing agent, is appointed sales promotion manager.

• **Mars, Inc.**, Chicago, announces Charles F. Crane, Pasadena, Calif., became the 81st member of its "Thought Twister Club" by answering the feature on a recent program in a Hollywood theater.

• **Burns Candy Co.** recently opened in Portland, Ore., under management of Robert T. Burns, Sr., and Robert T. Burns, Jr. A quality line of candy is planned. An article on old time candy makers by the elder Mr. Burns appeared in the November issue of THE MANUFACTURING CONFECTIONER. His son is a veteran of the Armed Forces.

# Wm. A. Higgins & Co., Inc.

*Importers and Distributors*

**BRAZIL NUTS**

**CASHEWS**

**FILBERTS**

**ALMONDS**

**PECANS**

**PIGNOLIAS**

**WALNUTS**

**DRIED FRUITS**

**DATES**

**FIGS**

**CITRON**

**100 Hudson Street**

**New York 13, N. Y.**

**Walker 5-2760**



MRS. JULIA C. STEVEN KRAFT, president of Steven Candy Kitchen, Inc., Chicago, personally helps distribute free candy to child guests at the firm's traditional annual Easter party for neighborhood youngsters.

• James Marshall, governing director of James Marshall (Devon), Ltd., England, was a recent visitor to the Chicago offices of THE MANUFACTURING CONFECTIONER. Mr. Marshall says British government controls on candy are likely to continue for some time.

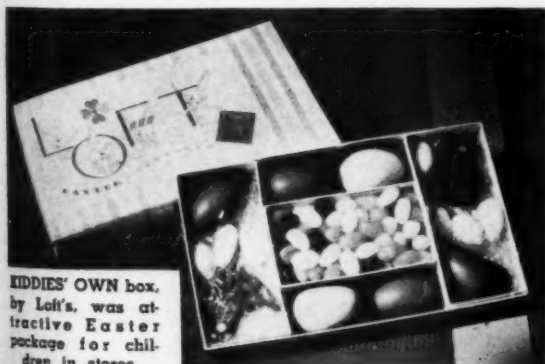
• Heller Candy Co., Inc., and La Reine Chocolate Co., Inc., have started a nationwide drive to select America's sweetest girl. Judges will be stars of screen and radio.

Dr. John Heller, president of both firms, recently left for Europe to take over the organization's candy plant in the Russian zone in Vienna, Austria. This plant now employs 2,000 workers. Dr. Heller plans to reorganize it and place it in full scale production.

• Candy Executives' and Associated Industries' Club witnessed a showing of the new Esquire color-sound film, "Where Do We Go from Here" at the club's April meeting in the St. George Hotel, Brooklyn.

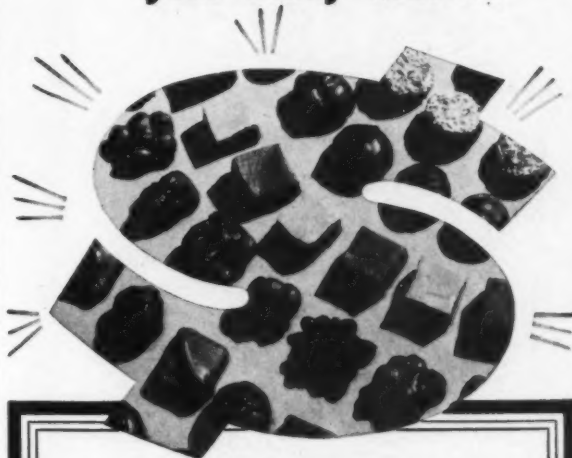
• NCA's Merchandising Director James F. Mulcahy was scheduled to discuss the association's "balanced selling" training program before college of commerce students at the University of Illinois last month.

• Curtiss Candy Co. recently awarded Wood Williamson, Pope county representative in Arkansas, a new truck in appreciation of three years' work as a salesman. J. T. Groggans and Gray Seymore recently joined the firm's sales staff in south Arkansas.



KIDDIES' OWN box, by Loft's, was attractive Easter package for children in stores.

For "sweeter" profits  
improve the quality of  
your candy with...



## KRAFT MILK PRODUCTS for CONFECTIONERS

- Nonfat Dry Milk Solids  
(spray and roller process)
- Dried Buttermilk from Sweet Cream  
(roller process)
- Sweetened Condensed Skim Milk
- Kraft Powdered Whole Milk
- Kraft Plain Malted Milk
- Sweet-K-Malt  
(a powdered malt product)

Kraft Milk Products for confectioners are of uniform high quality and help add to the flavor and richness of candies. Their low moisture content and convenient concentrated form make them easy to incorporate in mixes...economically. Order all you need today from your nearest Kraft office.

Industrial Food Products, KRAFT FOODS COMPANY  
General Offices: 509 Peshtigo Court, Chicago 90, Ill.  
New York • San Francisco • Atlanta • Minneapolis  
Denison, Texas • Branches in all principal cities

# KANDEX CONFECTIONERY STABILIZER

Gives Lasting Freshness and  
Smoother Texture To Your

## CARAMELS

and other chewy candies such  
as . . . Toffee, Taffy and Kisses.  
SAVES TIME and EXPENSE.

Write for Free Sample  
Sufficient for Batch Testing

### NATIONAL FOOD PRODUCTS

8 South Dearborn St.  
Chicago 3, Illinois

• Ass'n of Manufacturers of Confectionery and Chocolate unanimously elected Charles F. Haug, president of Mason, Au & Magenheimer Confectionery Manufacturing Co., Brooklyn, association president at its annual luncheon in New York's Hotel Pennsylvania. Mr. Haug succeeds the retiring president, Samuel D. Fried, of Up-To-Date Candy Manufacturing Co., New York. It is his fourth election as president.

Other executives who will serve from 1947-49 include: Herman L. Heide, of Henry Heide, Inc., vice-president; Harry Lustig, secretary; and George D. Zahn, legal counsel.

Members of the executive committee, elected at the meeting, include:

Herman L. Hoops, Hawley & Hoops; Charles R. Adelson, Delson Candy Co.; H. Russell Burbank, Rockwood & Co.; Samuel D. Fried, Up-To-Date Candy Mfg. Co.; Leonard Griffiths, Fanny Farmer Candy Shops, Inc.; William F. Heide, Henry Heide, Inc.; David Kessler, Sphinx Chocolate Corp.; Gordon Lamont, Lamont, Corlies & Co.; W. H. Maichle, Beech Nut Packing Co.; Irvin C. Shaffer, Just Born, Inc. Bethlehem, Pa.; J. E. Shorin, Topps Chewing Gum Co., and John S. Swersey, Huyler's.

• Norris, Inc., Atlanta, has appointed R. H. Rasbury field sales manager. Mr. Rasbury, who returns to the firm after an absence of several years, will travel throughout the nation supervising Norris representatives. Following completion of its post-war modernization plans, the firm now is beginning an enlarged sales promotion and advertising program, it is announced.

• Smith Brothers, Inc., recently was featured, on the occasion of its 100th anniversary, in This Week Magazine.

• Gopher Candy Club will hold its 10th annual Friendship Dinner in the St. Paul Hotel, St. Paul, Minn., May 10, announces Paul G. Sandell, Miss Morris Candies, dinner ticket chairman.

## TAKE YOUR CHOICE . . .

- A Parker "51"—"The World's Most Wanted Pen".
  - Combination Radio-Phonograph—with automatic Record Changer.
  - Genuine Leather Gladstone Bag—with new giant zipper.
- Electric Refrigerator • Spinnet Piano
  - Table Model 5 Tube Radio—Excellent clear tone.
  - Ladies Airplane Type Luggage—Light, Durable, Very Smart.

These are just a few of many choice premiums which we have to give to you.

Each drum of our top quality ALLIED BRAND cleaning and sanitation materials has attached to it a valuable coupon which can be redeemed for cash or in your choice of these many delightful premiums. 1000 points with each 55 gal. drum. 500 points with each 1/2 drum (30 gal).

Allied Products have distinguished themselves with discriminating buyers from border to border, and coast to coast, at home and abroad, by their uniform high quality and labor saving efficiency.

For example, hundreds of hospitals, where top standards of sanitation must be maintained with a minimum of labor, have carefully selected, and expressed their full satisfaction with these superior products.

**KLEAN-BRITE**—the neutral cleaner for all types of floors—Wood, Marble, Terrazzo, Tile, Asphalt, Rubber. **ALLIED SELF POLISHING FLOOR WAX**—for all types of floors. **ALLIED RUG and UPHOLSTERY CLEANER. RESTORO—PAINT and WALL CLEANER, ALLIED MARBLE and TERRAZZO CLEANER and SEALER**—one operation, all types of floors. **ALLIED LIQUID HAND SOAP. ALLIED SURGICAL SOAP. ALLIED SUPERIOR FLOOR SEALS. ALLIED DDT INSECTICIDE. ALLIED ALL PURPOSE HOSPITAL DISINFECTANT. ALLIED DISHWASHING COMPOUND**—use with any machine or washing by hand.

### ALLIED CHEMICAL PRODUCTS

General Office, 9145 South Chicago Avenue  
CHICAGO 17, ILLINOIS



# Distribution Costs Inherently Reducible

By RICHARD D. CRISP\*

Sales Analyst, S. C. Johnson & Son, Inc., Wisconsin

UNSELFISH cooperation by business to insure "corporate survival" by reducing distribution costs is necessary to allow "breathing space for profits squeezed by rising costs."

Marketing costs are "inherently reducible" and will have to be reduced if business is to avoid the "red ink that is nearer than we think." Management in most companies has so far shown little inclination to do more than talk about its distribution costs, but the opportunity for major reductions exists for every company which has not yet made a determined effort to squeeze the water out of its marketing costs.

Distribution costs do not exist in a vacuum. They reflect, and are a function of the sales effectiveness of the entire marketing operation. The approach to distribution cost reduction which pays the largest return is the approach which concentrates on positive increases in your sales effectiveness.

When you learn how to get more volume from the same sales force, more sales from the sub-par territory with no increases in sales expense, or a larger average order size through sales training, you are taking a positive step toward lower distribution costs.

## Declining Unit Costs

Two forces are moving American business toward a period of declining unit distribution costs with irresistible force: The rising floor of production costs and the relatively inelastic roof of selling prices. A pool of experience with different approaches, freely available for objective study, is a step toward lower distribution costs.

Based on the experience of our company I advocated the following measures:

1. Sell what people want to buy rather than persuade them to buy what you sell.
2. Eliminate from the product line "duds" which represent a small share of net sales and open the path to greater sales through a concentration of effort.
3. Eliminate all sizes and varieties of each product not absolutely necessary.
4. Check estimates of market potential on the basis of total industry volume instead of company sales.
5. In the case of consumer products, do not rely on a comparison of company sales with industry volume in order to arrive at an estimate of the company's share of the market.
6. Relate sectional shipments to consumer purchases to prevent unequal distribution.
7. Review consumer preferences by packaged sizes and varieties in order to keep trade stocks in balance.
8. Measure sales costs by territories to determine variations between territories which may be a sign of weakness.
9. Crystallize sales responsibility so that sales terri-

\*This interesting article is a condensation of Mr. Crisp's address before the National Marketing Conference recently held by the U.S. Chamber of Commerce in Chicago.

for May, 1947

## ESSENTIAL OILS AND AROMATIC PRODUCTS



### Be sure to try our **California Oil of Orange U.S.P.**

● A cold-pressed oil having a sweet tree-ripened flavor. Fresh shipments available for prompt deliveries.

### Other Essential Oils . . .

Oil of Peppermint, U.S.P.  
Oil of Anise, U.S.P.  
Oil of Cassia, U.S.P.  
Oil of Bitter Almond, FFPA  
Oil of Sweet Birch Southern

### Samples on Request

Write, 'phone or wire us. Samples cheerfully and promptly submitted. Let us quote on your needs—no matter how large or small.

## EDWARD REMUS & CO., Inc.

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Cable Address: EDSUMER NEW YORK

Mid-Western Office

806 DELAWARE ST. • KANSAS CITY 6, MO.



**AVAILABLE  
IN 17  
GRADED SIZES**

- FIRM
- FRESH
- FLAVORFUL
- IMMEDIATE  
DELIVERY**

**NOW**



## FUNSTEN PECANS

War-starved tastes again are asserting themselves. Consumers are purchasing premium quality candies . . . paying higher prices to satisfy their demand for "something better." It pays to cultivate this desirable business.

Use FUNSTEN PECANS liberally to add taste appeal to your candies . . . to give your finer candies that extra touch of deluxe appeal that means so much in establishing higher quality standards.

FUNSTEN PECANS are recognized throughout the trade as finer pecans. Always uniform quality. Available in graded sizes of halves and pieces—a correct size for every confection requirement. Other advantages are: Low moisture content, fewer siftings or shrivels—a higher percentage of usable stock.

Order through your regular jobber or write us for name of nearest representative.



# R.E. Funsten Co.

1515 DELMAR BLVD.

ST. LOUIS, MO.

tory boundaries coincide with sales control boundaries and overlapping responsibilities are removed.

10. Maintain an accurate picture of sales performance in each district to show weaknesses which need attention. I know of no single point of attack which offers a richer promise of increased profit through lower unit distribution costs.

11. Inaugurate a specific market index for each major product to help crystallize major variations in the level of sales performance.

12. Use the market index to check the sales performance of one product against another to uncover lost sales volume through concentration on easiest selling items.

13. Institute sales control machinery which is positive, accurate and prompt and easily understood by both sales manager and salesmen.

14. Calculate sales yield per salesman to show the relationship between sales cost and sales strength among individuals.

15. Measure manpower requirements by determining the number of customers of each type in each territory, establishing maximum call frequencies and other information which will give a measure of man-days work needed in each territory.

16. Develop the management point of view at district levels to encourage reliance on facts and on measures developed by local managers and salesmen rather than estimates passed down through the organization.

17. Use aptitude testing in sales personnel selection.

18. Install an upgrading system for sales personnel as an incentive to performance.

19. Deflate salesmen's expenses by analyzing the need for expenses on the basis of information provided by the salesmen and sifted by sales executives.

20. Question all pre-war practices for validity today.

21. Reevaluate the relative importance of different types of outlets and customers to be sure effort is being concentrated in the right place.



ATTRACTIVELY WRAPPED AND TIED packages by Taffel Bros. Inc., New York, are shown in this interesting selection.

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Ernest  
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to the

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for May,

## SUPPLY FIELD NEWS

• **Fritzsche Bros., Inc.**, New York, reports that Dr. Ernest Guenther, vice-president and chief chemist, is back at his desk after a recent three weeks visit to the West Indies.

• **Monsanto Chemical Co.**, St. Louis, recently appointed Walter A. Vahle as assistant to the director of purchases and traffic, it is reported. Harry F. Klocker has been appointed to succeed Mr. Vahle as general traffic manager, it is further stated.

• **Charles Pfizer & Co., Inc.**, New York, showed one of the most extraordinary gains in earnings made by any chemical producer in recent years for the last year, it is stated. Operating income more than doubled to \$22 million from \$9 million in 1945, it is further stated.

• **Clinton Industries**, Clinton, Iowa, recently acquired controlling interest in Snow Crop Marketers, New York, it is reported.

• **W. A. Cleary Corp.**, New Brunswick, N. J., recently announced methods for increased uses of their butter flavor.

• **Allied Chemical Products**, Chicago, is one of the few, if not the only chemical firm using premiums with their sales, it is reported.

• **Corn Products Refining Co.** reports dividends received from its foreign subsidiary and affiliated companies in 1946 totaled \$2,582,045, of which \$214,849 was from current earnings and \$2,367,196 from earnings of prior years.

• **Magnus, Mabey & Reynard, Inc.**, announces promotion of G. F. Mehren, D. V. M., to general managership of the firm's Mid-West area headquarters in Chicago. Dr. Mehren for nine years was a member of MM&R's Mid-West sales staff and serviced accounts in Minnesota, Wisconsin, Northern Illinois, and Chicago, says Percy C. Magnus, MM&R president.

• **Fuchs and Company** plans to move to new and larger quarters at 132 Front St., New York on or before May 1, announces Charles Fuchs, head of the firm. A four-fold increase in the New York staff since 1930 is also announced.

• **West Disinfecting Co.**, Long Island, N. Y., announces development of a completely automatic electric insecticide sprayer capable of "positive kill" of flying insects in areas of 500,000 cu. ft.

• **Cochrane Corporation**, Philadelphia, has appointed Herbert H. Hass as representative in southwestern Ohio and in eastern Kentucky. William Z. Harrison is named representative for an increased line of the firm's products in Montana, Utah, most of Idaho, and eastern Nevada.

• **Spencer Kellogg & Sons, Inc.**, earned \$8.58 per share during the first 24 weeks of its fiscal year compared with \$2.10 a share in the same period last year. The soy bean supply is much larger than officials had hoped for last Summer, it is reported, as the largest crop of beans ever grown



nut flavors

absolutely tops in delicious nutty goodness  
are these P & S unmatched easy-to-use Imitation Concentrates! Order now!

COCONUT HICKORY NUT  
ENGLISH WALNUT  
BLACK WALNUT  
ALMOND PECAN  
BURNT ALMOND  
PISTACHIO  
HAZELNUT  
ALMOND-COCONUT



USE OUR NO-COST FLAVOR SERVICE  
to solve all your taste and cost flavor problems

FOR FLAVORS AT THEIR PEAK

*always buy*

**POLAK & SCHWARZ, INC.**  
667 Washington Street • New York 14

P&S



in this country has materialized. A new soy bean extraction plant will be opened in several months at Bellvue, Ohio. Shipments of copra from the Phillipines are reported good.

• **William M. Armstrong**, treasurer and a director of Merckens Chocolate Co., Inc., died Easter Sunday after a continued illness. Mr. Armstrong was with the Reed Chocolate Co. when it was taken over by the Merckens firm and had served with Merckens ever since. He was a graduate in mechanical engineering from the Sheffield Scientific School, Yale University, spent some years following his studied profession, and then changed to the banking field. No successor has as yet been named.

• **Monsanto Chemical Co.**, announces appointments of Melvin E. Iten, as freight traffic manager, and Harold T. Hale as passenger traffic manager.

• **A recent release** from the Bureau of Agricultural Economics states that an improvement in fats and oils situation is foreseen late in 1947 and carrying through the following year.

• **Firmenich & Co.**, New York, recently acquired the services of Charles C. Bryan as head of their newly formed materials department, according to a recent company release.

• **Passage of the First Decontrol Act** of 1947 and the Sugar Control Extension Act of 1947 reduced to seven the effective war food orders, reports the U. S. Dept. of Agriculture. These include: WFO 63 (import controls); WFO 141 (limits grains—

including rice— for use by brewers and distillers); WFO 7 (regulates purchase and importation of raw sugars by refiners); WFO 10 (which provides for set-asides of rice by millers); WFO 2 (formerly required set-asides of butter but now effective solely for liquidation of obligations); WFO 71 (priorities assistance); and WFO 78 (procedural order).

• **Hinde & Dauch Paper Co.**, Sandusky, Ohio, recently announced purchase of a new 22-acre site at Chatham, Ontario, for construction of a \$1,000,000 box factory.

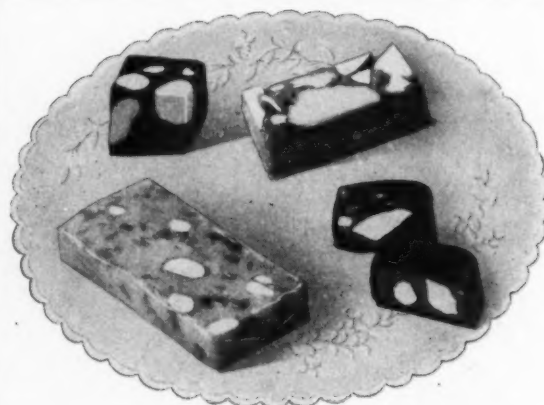
• **Stein, Hall & Co., Inc.**, announces election of the following officers and directors at its recent annual meeting:

A. L. Strasser, chairman of the board; Edward Stein, president; Morris S. Rosenthal, executive vice-president; Robert Rau, treasurer; and Oliver H. Clapp, Cecil H. Coryat, Robert M. Stein, and Robert Strasser, vice-presidents.

Other officers elected include: J. R. Adams, J. C. Daly, Lawrence Gussman, and A. L. Picard, vice-presidents; G. W. Brew, D. V. Brandon, C. J. Dunachie, Miss Sadie Feldman, S. Hochberger, H. M. Johnston, W. W. Straser, Jr., and L. F. Turnbull, assistant vice-presidents. Alexander M. Doremus is named assistant treasurer, Hannah Y. O'Neill assistant secretary, and Joseph M. Horine auditor.

• **Goodyear Research Laboratory**, Akron, Ohio, recently announced the development of a non-fogging pliofilm for packaging food materials, a recent report states.

• **Milprint, Inc.**, was represented at a recent Paper Wrappings and Boxes Seminar on the West Coast by Roy E. Hanson. Mr. Hanson stated at that time that raw supplies were still very short, and would probably remain so for the next one or two years.



For eye appeal and taste appeal use Brazils, in brittles and crunches, caramels, fudges, creams, jellies, nougats, all kinds of chewing candies. They are distinctive in looks as well as flavor.

*Serving Confectioners for Over 40 Years*

**WM. A. CAMP CO., INC.**

100 Hudson Street, New York 13, N. Y. WALKer 5-6460

**We can supply you  
with all kinds of**

## **SHELLED NUTS**

**ALMONDS**

**FILBERTS**

**BRAZILS**

**PECANS**

**CASHEWS**

**WALNUTS**

**Also**

**Raisins, Figs, Dates, Citron Peels**

● **DuPont Cellophane**, Wilmington, Del., reports that their first ad appeared in *The Saturday Evening Post* twenty years ago.

● **Wm. J. Stange Co.** has named T. N. Lind, Jr., sales representative for Texas, Oklahoma, Colorado, Western Kansas, and Southwestern Nebraska.

● **Monsanto Chemical Co.**, St. Louis, reports, through John F. Queeny, board chairman, construction in the amount of \$50,000,000 for new facilities is in the engineering and planning stages. Further reports indicate that \$22,000,000 in construction is already underway.

● **Rockwood & Co.** and **Froedert Grain & Malting Co., Inc.** are holding in abeyance merger of the two firms due to objections from certain minority stockholders of Rockwood & Co.

● **Flavoring Extract Manufacturers' Ass'n** will hold its convention May 25 to 28 in Atlantic City, announces John T. Ogden, chairman of the publicity committee. Arrangements are under direction of Clarke E. Davis, chairman of the convention committee, and George M. Chapman, chairman of the program committee. Henry Miller, head of the FTC Trade Practice Conference Section will discuss the government's program in that field. Dr. Allen A. Stockdale, E. C. Crocker, Ody H. Lamborn, and Ray C. Schlotterer also will appear on the program, as speakers.



PLASTIC EGG for packaging candy is shown in this interesting selection by Al Smidh, New York. In four colors, eggs can be combined into eight color groups, hold about a half pound of candy. Cardboard insert holds candy in place when egg is packed.

# it's NEW! it's TERRIFIC! IT'S W-13!

THE NEW AMERICAN MAIZE  
"BINDER" PRODUCT EVERY  
CONFECTIONER HAS BEEN  
WAITING FOR!

● Gives satin-smooth finish to kisses, caramels, marshmallows, nougats and combinations.

● Makes better-textured, better-eating products.

● Tasteless; easy to use!

● Packed in 100 pound bags!

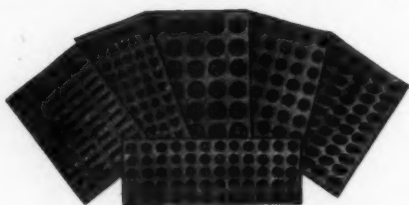
● For further information concerning this amazing new W-13 visit booth 511 at the Convention or consult our salesman or write direct to:

## AMERICAN MAIZE PRODUCTS CO.

100 EAST 42nd STREET

New York City

## Rubber Candy Moulds



Large variety of Chocolate Drops, Cream Wafers, Bon Bons, Fancy Creams and Penny and Five Cent Patterns.

Our organization has long experience in servicing confectioners on rubber molds. Any special design can be made to order and reserved for exclusive use if desired. Ask for catalog.

Also Frames, Trays and Machinery for Fondant Department and all casting operations.

Write Dept. AH

**THOS. MILLS & BRO., INC.**

1301-15 NO. 8TH ST., PHILADELPHIA 22, PA.

Since 1881, The Hubinger Co., Keokuk, Iowa

# HUBINGER

Our service departments will help you with any of your technical problems.

\* \* \*  
**UNIFORM...DEPENDABLE**  
Confectioners' Corn Syrup, Thin Boiling Starches, Moulding Starch



**ALL MILK!**

*Nothing Added...*

Nothing Taken Away  
Except Water and Fat



*Your Product*  
**TAKES THE SPOTLIGHT WITH ...**  
**SNOW WHITE**  
**MILK PRODUCTS**

• Nonfat Dry Milk Solids • Whole Milk Powder • Spray and Roller Processed • Sweetened Condensed  
**SIMMONS DAIRY PRODUCTS LTD.**  
Cincinnati 3, Ohio  
Branches: Boston, Philadelphia, Chicago, St. Louis

• **Senneff-Herr Co.**, Sterling, Ill., announces election of Ben F. Kreider as president to succeed C. W. Senneff who died earlier this year. Mr. Kreider has been general manager and secretary treasurer of the firm for many years.

• **American Maize Products Co.** announces appointment of A. C. Hookins, Jr., as manager of the chemical division of the sales department. O. C. Peterson has been promoted from southern district manager to supervisor of bulk sales in the central division. Charles C. Davis succeeds Mr. Peterson.

• **Florasynth Laboratories (Canada), Ltd.**, have named Martin and Robertson, Ltd., Vancouver, as sole agent in the British Columbia territory.

• **Detecto Scales, Inc.**, is introducing a new plastic, even-balance scale for streamlining candy counters.

• **The Manufacturing Confectioner** has opened a new office in Boston at 99 Chauncy St. as an additional service to the confectionery industry. Telephone is Liberty 0820.

• **Polak & Schwarz, Inc.**, New York, is distributing a new brochure on flavors and extracts. Copies are available on request.

• **Kraft Foods Co.** has named Bert E. Shields production manager of confections. Mr. Shields will also continue to serve for the time being as general manager of the firm's Kendallville, Ind., plant. William N. Bell, since 1935 confections production manager, will act in an advisory capacity to Mr. Shields and in addition carry out special projects for the firm.

• **West Disinfecting Co.** is building a two-story factory and distributing plant on Kenzie Ave. in Chicago.

• **Wilbur-Suchard Chocolate Co., Inc.**, President Walter H. Mann has sailed for Europe to visit chocolate factories in England, France, and Switzerland. Mr. Mann plans to study improvements in manufacturing techniques abroad in a five-week survey.

• **Monsanto Chemical Co.** has appropriated \$500,000 for relief among its employee victims of the Texas City disaster. Benefits to be paid from this sum are over and above all the firm's legal liabilities, which are fully covered by insurance, announce Edgar M. Queeny, chairman of the board, and William M. Rand, president. Parts of the plant may be back in production within six months, it also announced.



• **Riegel Paper Corp.** net profit for 1946 totaled \$1,105,135, or \$4.53 a share, against \$531,217, or \$2.18 a share in the preceding year. Aided by removal of wartime restrictions and a larger supply of wood pulp and other raw materials, the company's tonnage rose 17½ per cent over 1945. Record net sales of \$20,085,763 resulted last year as against \$15,625,611 in 1945.

• **Corn Products Refining Co.** earnings in the first quarter equaled \$1.89 a common share, stated Morris Sayre, president, at the annual meeting.

• **Florasynth Laboratories, Inc.**, Treasurer Joseph H. Fein reports he found "very little pessimism in the South-Eastern states during his recent trip. Customers and distributors state, in fact, that they look forward to an active 1947, he says.

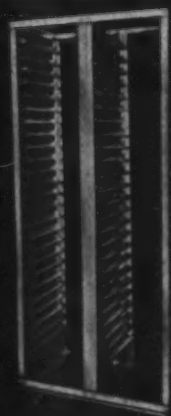
• **Termination of War Food Order 51**, controlling production and distribution of edible molasses, is announced by the U. S. Dept. of Agriculture, effective as of April 21. The action, however, does not affect existing price ceilings on syrups and molasses.

Applications to export sugar, syrup, and edible or inedible molasses from the continental U. S., its territories, and insular possessions; or products containing 70 per cent or more sugar by weight from territories and insular possessions should be made to the Sugar Branch, Production and Marketing Administration, U.S.A., Washington 25, D. C., the U. S. Department of Agriculture announces. Persons desiring to enter new businesses requiring use of sugar may make initial application in writing to Sugar Rationing Administration Branch Offices.

**STURDY • MOVABLE • SANITARY**

## CANDY RACKS

Favorite of candy manufacturers everywhere. Can't tip, meets health department requirements and is ready for quick delivery. Berman built, all-galvanized with two tier, 50 pan tin or tray capacity. Comes in two sizes — 10 x 14 tin or 12 x 18 pan, or supplied to specifications. Slides — two inches apart. Rack set on 2½" rubber or steel, double-ball-bearing casters.



Need steam jacketed, cooking and tilting-type kettles, mixers and other equipment? We carry a full line. For details write:

**HARRY WECHSLER, INC.**

2786 ATLANTIC AVE., BROOKLYN 7, N.Y., AP-7-9081, 37

## CLOSE-OUT PRICES

### On NEW STEAM-JACKETED KETTLES



60 gal. was \$385.00

**NOW \$195.00**

80 gal. was \$475.00

**NOW \$245.00**

**WHILE THEY LAST! LIMITED NUMBER!  
ORDER TODAY!**

Immediate delivery on NEW stainless clad Steam-Jacketed Cooking Kettles. 40 lb. working pressure. Complete with lid—safety valve—draw off valve.

**D. B. LEWIS MACHINERY CO.**

3406 SOUTH AVALON • LOS ANGELES 11, CALIFORNIA



1947  
starts our  
second  
50 years

**HOOTON**

**CHOCOLATE**

Our early ambitions were not to be the largest, but to supply quality chocolate to a limited number of customers, anxious for a dependable source of supply, plus a truly dependable product. We shall strive during our second 50 years to maintain our position of security with those who appreciate such effort.

*Ice Cream - Confectionery - Baking*

**HOOTON CHOCOLATE CO.**

*Fine Quality Since 1897*

NEWARK 7, NEW JERSEY

**Subscribe Now To**

**The  
MANUFACTURING  
CONFECTIONER**

**\$5.00 for 2 Yrs.**

**\$3.00 for 1 Yr.**

*Every Issue a "Sugar Bin"  
of Valuable Information*

**400 W. Madison St.**

**Chicago, Ill.**

**Voorhees Rubber Candy Molds**

are becoming available, both for the large volume confectioner, and for retail manufacturers. Made of pure rubber, these odorless molds are the modern method of casting candies such as:

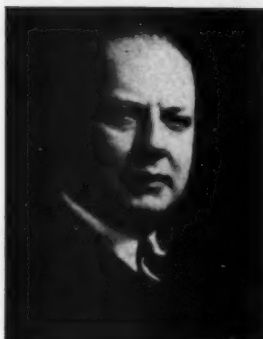
**Cream Waters (Peppermint, etc.)  
Crystal Minis; Fruits and Flowers  
Fancy Mixed and Novelty Shapes**

**Cream Centers; Fudges  
Patties, Pectins and Jellies  
Maple Sugar, etc.**

Voorhees Rubber Molds offer economy of materials and time, speed and simplicity in operations with freedom from dust; accurate control of moisture and yield, and a finely finished product. They come in standard patterns, or custom made with your brand markings. Ask us or our jobbers for details.

**Voorhees Rubber Manufacturing Co., Inc.**

151 East 50th Street, New York 22



**NEW GENERAL SALES MANAGERS** recently appointed by Corn Products Refining Co. are: A. G. Peterson (top left), who will lead Eastern division in Philadelphia; J. H. Healey (top right), who will direct sales in Southern territory from Memphis; J. E. Wark (left-below), who will direct Pacific Coast sales from San Francisco; and R. R. Adam, who will direct the Midwestern Division from Chicago. All are vice-presidents of Corn Products Sales Co.

• **J. A. Scanlen**, of Scanlen's Food and Confectionery Co. Pty. Ltd., Sydney, Australia, now visiting Europe with Mrs. Scanlen, will also visit key cities in the U. S. and Canada this Summer.

• **American Dry Milk Institute** held its 22nd annual meeting at Chicago's Edgewater Beach Hotel last month. All dry milk products now manufactured in the U. S. total above a billion pounds a year, a symposium pointed out. Over 900 million pounds are for human food.

• **NCA** will begin posting transparencies featuring "Candy Is Delicious Food—Enjoy Some Every Day" in every retail candy location starting July 1.

**VOORHEES JOBBERS:**

**Ward and Selick, Inc.**  
36 Hudson St., New York City  
**Thos. Mills and Bro., Inc.**  
1301 North Eighth St., Philadelphia, Pa.  
**H. A. Johnson Company**  
221 State St., Boston, Mass.  
**Savage Bros. Company**  
2638 Gladys Ave., Chicago, Ill.  
**Brown, Rogers Dixon Co.**  
376 Nelson St., S. W., Atlanta, Ga.  
**Chas. Denney, Inc.**  
New Orleans, La.  
**Bessire and Company**  
101 E. South St., Indianapolis, Ind.  
**Liberty Candy & Supply Co.**  
326 W. Third St., Los Angeles, Calif.

# Candy Offers Remarkable Opportunity. NATD Convention in Chicago Is Told

CANDY OFFERS a remarkable opportunity for additional sales and profits in the years ahead for the tobacco distributor and the salesman if it is segregated from other products, treated as a separate department, and allowed to pay its own way, Richard W. Clare, sales manager of New England Confectionery Co., stated before a sales managers' seminar at the 15th anniversary convention of the National Ass'n of Tobacco Distributors in Chicago's Palmer House last month.

"Send your men out to sell candy as candy," remarked Mr. Clare, "and don't confuse or class it with anything else."

Mr. Clare also stressed salesmen should be kept well informed about candy, that they should be given candy products of top quality only, and that they should know the relative standing of not only the manufacturers but the products as well. More marketing research by distributors is also needed, he commented.

More candy will be available in 1948, Philip P. Gott, NCA president, told a business session. Sugar, chocolate, dairy products, and other ingredients will be "more adequately available," he said, "and the industry has adequate capacity to produce."

Spiralling of prices is opposed by America's candy manufacturers, Mr. Gott stated. Government policies, government purchases for foreign commitments, and government subsidy programs have been the most significant forces in raising prices, he added.

"As buyers," he emphasized, citing the cocoa bean situation, "we are confronted not with the law of supply and demand but by the laws and regulations of governments."

Sugar price increases have added \$35,000,000 to candy production costs, Mr. Gott stated. Rises in chocolate costs have added \$45,000,000. Increased peanut prices have added \$24,000,000.

A paper on "What Is Right with Distribution" by J. E. Shorin, president of Topps Chewing Gum Co., was presented by Hugh Spencer, sales manager for the firm.

• Wm. Wrigley, Jr., Co. recently introduced in New York and Los Angeles a six-stick, six-cent package of gum called "Privateer." The new package is "an object lesson to the public and retailers that this company still wants to deliver quality gum, as it always has, at a penny a stick," says P. K. Wrigley, board chairman.

## IRIDOPHYCIN KALVA\* MAY BE THE ANSWER

**Two major problems have already  
been solved . . . What is Yours?**

Iridophycin Kalva\* is a refined, powdered Pacific Coast Algae which is adaptable to any task currently performed by Irish Moss and capable of many more as well.

The first problem solved by Iridophycin Kalva\* was as a stabilizer for holding the cocoa particles in suspension in chocolate beverages.

The second problem solved was in the packing of Chocolate Syrup. Previous to the use of Iridophycin Kalva\* the high viscosity syrup formed a thick gel on the cooling apparatus which acted as insulation, seriously impeding the cooling to packing temperature.

Preliminary work in many phases of the Confectionery Industry has shown a good deal of promise. If you have a problem which might be solved by Iridophycin Kalva\*, we'll gladly submit a sample.

\*Patent applied for.

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**Confectionery Ingredient**

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**TRUTASTE FLAVORS . . . Rival Nature's Own**



**Zestful, Tangy, Imitation CHERRY**  
**Full-Bodied, Rich, Imitation GRAPE**  
**Luscious, Imitation STRAWBERRY**  
**Tantalizing, Imitation RASPBERRY**

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## "Well Done," Said the Boss



Intelligent buying is always difficult. But the buyer whose plant operates profitably during this sweetener shortage deserves a special "well done." Smart buyers depend on Dyer.

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**Sugar Economists and Brokers**  
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**Steel and Machinery Export Corp.**  
846 S. Broadway  
LOS ANGELES 14, CALIFORNIA  
Bank and Trade References Available



- May 5-8—Mid-West Safety Conference, Sherman Hotel, Chicago.
- May 6-10—National Plastics Exposition, Coliseum, Chicago.
- May 18-21—National Paper Box Manufacturers Ass'n, Hotel Traymore, Atlantic City, N. J.
- May 25-27—Flavoring Extract Manufacturers Ass'n of the U. S., annual convention, Hotel Traymore, Atlantic City, N. J.
- May 25-28—Associated Retail Confectioners of the U. S., annual convention, Drake Hotel, Chicago.
- May 25-29—National Confectioners' Ass'n, 64th annual convention and 21st confectionery industries exposition, Hotel Stevens, Chicago.
- June 1-5—Institute of Food Technologists, seventh annual food conference, Hotel Statler, Boston.
- June 2-4—National Ass'n of Purchasing Agents, Waldorf-Astoria, New York.
- June 2-5—Greater New York Grocery Buyers Show, New York.
- June 9-11—Grocery Manufacturers of America, Sky Top, Pa.
- June 10-11—U. S. Wholesale Grocers' Ass'n, Adolphus Hotel, Dallas, Tex.
- June 15-Sept. 15 (Tentative)—World's Industrial Fair, Million Dollar Pier, Atlantic City, N. J.
- June 15-18—National Candy Wholesalers' Ass'n, Inc., second annual convention, Hotel Sherman, Chicago.
- June 15-19—National Dairy Council, Edgewater Beach Hotel, Chicago.
- June 22-26—National Ass'n of Retail Grocers, San Francisco.
- July 7-12—Store Modernization Show, Grand Central Palace, New York.
- Sept. 7-10—National Industrial Stores Ass'n, convention and merchandise exhibit, Hotel Netherland Plaza, Cincinnati.
- Sept. 8-12—Second National Instrument Conference and Exhibit, Stevens Hotel, Chicago.
- Sept. 27-28—Wholesalers Food Institute of Iowa, Des Moines.
- Sept. 29-Oct. 1—National Coffee Ass'n, Yosemite National Park, Calif.
- Sept. 29-Oct. 4—National Business Show, Grand Central Palace, New York.
- Oct. 21-25—Pacific Chemical Exposition, Civic Auditorium, San Francisco.
- Oct. 27-29—International Ass'n of Ice Cream Manufacturers, Miami Beach.
- Oct. 30-Nov. 1—Milk Industry Foundation, Miami Beach.
- Dec. 1-6—Chemical Industries Exposition, Grand Central Palace, New York.
- Dec. 14-17—National Automatic Merchandising Ass'n, convention and exhibit, Palmer House, Chicago.

*Greetings to all our friends*



**COCOLINE PRODUCTS, INC.**

MANUFACTURERS OF

*fine Cocoa Powders and Chocolate Coatings*

40-20 22nd St.

Long Island City, N.Y.

## Coconut Situation Is Improving; New Philippine Construction

(Continued from page 82)

repairs to damaged installations rather than new construction. One immediate result has been the disturbing increase in costs, which have advanced in many instances to a point four times the prewar rates, and labor costs have moved up commensurately.

But with all this the coconut situation in the United States is beginning to show marked improvement. More nuts are reaching us from the West Indies and arrivals of desiccated coconut from Ceylon in 1946 exceeded 1945 imports by over 4,000,000 pounds. It is quite true the total available supplies are extremely small in comparison with prewar, but they do represent increase and they have aided materially in spreading the limited supplies available.

### Ceylon Government Controls

We are just now in receipt of information from Ceylon which is not too encouraging. Apparently the government is to continue its control over quantities for export assured for oil production. 5000 long tons or some 11,000,000 pounds of desiccated coconut was permitted port. Through such action a larger supply of copra is for export in 1947. Most of this small quantity has been shipped—largely to Europe. It has recently proven difficult to make confirmed purchases for shipment to the United States and unless the Ceylon Government permits additional quantities exported over the original 11,000,000 pounds, we cannot look for much coconut from Ceylon.

Based on assumed production capacity, you may expect to see a schedule of Philippine coconut arrivals here in the United States somewhat along the following lines: July 45 of prewar normal tonnage; August 50; September 50; October 75; November 90; December 100.

It is desirable to remember there is no warehouse stock of coconut available in the hands of the coconut producers and little or none is being accumulated by the confectioners and other industrial users. It will take some little time to fill these oft quoted pipe lines. Nevertheless, July with practically 50 of normal and rapidly increasing volume is not too far distant and it is based on these progressively increasing arrivals that we say coconut is almost here in sufficient volume to interest all of you, and with pricing plans designed to develop the greatest possible use.

## John Sheffman

and his assistant

Gilbert Holmberg

will be located in

**BOOTH 3**

with Chocolate Spraying Co.

at the Annual N.C.A. Convention

Stevens Hotel, Chicago, May 25-29

John Sheffman

152 W. 42nd Street, New York 18

## Greetings

Penick & Ford wish to extend best wishes to our many friends and customers at the N. C. A. Convention and a cordial invitation to visit our Booth.

**NO. 2**

in The N.C.A. Exhibits

May 25-29, 1947

Hotel Stevens, Chicago

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HERE'S HOW: Add 1 lb. BUTEX Powder to 10 lbs. fat to make eleven pounds of fine "cooking butter".

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All our products contain 100% pure Cane Sug-  
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WHEN lime-scale deposits insulate  
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You'll find that this inhibited acidic-type  
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In fact, Oakite Compound No. 32 boasts  
a surface safety factor far beyond that of  
raw commercial acids. It gives you the  
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saves money by prolonging the produc-  
tive life of your kettles. Drop us a line  
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MATERIALS  
METHODS  
SERVICE

*Specialized Industrial Cleaning*

## Modern Management Stressed By Baur's in Plant, Shops

(Continued from page 46)

products that became nationally known. Typical ex-  
amples of "Sweet Magic" at its best include: French-  
mints, Crystal Cuts, and Mija.

The first little store at 1512 Curtis proved so popular  
among Denverites that its floor space has been tripled,  
and the one-story store and factory combination has  
long been outgrown. The factories are now separate  
and form one of the largest retail candy manufacturing  
operations in the Rocky Mountain region.

On September 28, 1937, "Joe" Jacobs passed away.  
W. S. Dent, long-time secretary, then became president  
and added the beautiful Baur Uptown store in 1939.  
He served the firm until his death in 1940, when John  
H. Jacobs became president and general manager.

### House Organ Started

About two years ago *Baur's Beacon*, the official house  
organ of the company, was introduced to its employees.  
This paper is written for, and about, everyone in the  
organization. It has been found to stimulate good man-  
agement-employee relations and to be an excellent morale  
builder. It also is an excellent means of management's  
relaying vital information in such a way that the average  
employee will accept it in a friendly fashion. *Baur's  
Beacon* is looked forward to by both the employees and  
the many friends on its mailing list.

With over 75 years in the confectionery industry, the  
Baur firm is still being constantly studied as to business,  
management, and factory operation. All plans con-  
sidered worthwhile improvements are immediately put  
into effect.

Instead of the one small original store of over 75 years  
ago, the O. P. Baur Confectionery Company now op-  
erates three modern, efficient, beautiful stores. Baur's  
candies are known from coast to coast and all over the  
world. And the name is symbolic of delicious "Sweet  
Magic" candies.

The firm itself has been a career for the men and  
women who have built their lives around it. The old-  
est employee in point of service is Charles F. Suehrstedt,  
manager of the candy manufacturing department, who  
has been with Baur's for 39 years. Practically all key  
positions are held by persons who have been with the  
company 25 years or more.

**YOU'RE INVITED!**

Let our Offices Be  
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The Next Time You  
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**Leading Confectionery Bro-  
kers Of the Pacific Coast**

**Resident Men in Washington,  
Oregon and California**

**JOHN T. BOND & SON**

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Accounts Solicited

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Are you interested in expanding? We do not  
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Territory: Michigan only

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Manufacturers' Representatives  
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Terr.: Mich., Ind., Ill., Wis., part of Iowa  
and Minn.

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### FELIX D. BRIGHT

P.O. Box 177—Phone 8-4097  
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Terr.: Kentucky, Tennessee, Alabama,  
Mississippi, Louisiana

### J. L. FARRINGER

1900 Cedar Lane, Phone 8-8470  
**NASHVILLE 4, TENNESSEE**  
Established 1924  
Terr.: Tenn., Ky., & W. Va.

### PAUL JOHNSON AND CO.

Manufacturer's Representative  
Day Phone 1—Box 270—Night Phone 2420  
**CAMPBELLVILLE, KY.**  
Candy, Crackers, Cookies, Cigars, and  
Specialty Items  
Terr.: Ky. and Tenn.

### KENTUCKY BROKERAGE CO.

271 South Hanover Ave.  
**LEXINGTON, KENTUCKY**  
Special Sales Agents in candies, chewing gum  
and allied lines. Banking references.  
Terr.: Ky., E. Tenn., part of Va. and W. Va.

## West No. Central States

### GEORGE BRYAN BROKERAGE CO.

410 Walnut Bldg.  
**DES MOINES 9, IOWA**  
Consistent and thorough coverage of whole-  
sale candy and tobacco, wholesale grocery,  
chain store trade in central, eastern Iowa.

### ELMER J. EDWARDS

Candy Broker  
3933 Elliot Ave., So.—Phone Colfax 9452  
**MINNEAPOLIS 7, MINN.**  
Terr.: Minn., N. & S. Dak.—Special attention  
given to Twin City trade.

### ERICKSON BROKERAGE CO.

Manufacturers' Representative Since 1930  
334 North First Street  
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Terr.: Minn., N. D., S. D., W. Wis.

### GRIFFITHS SALES COMPANY

707 Clark Ave.—Phone GA. 4979  
**SAINT LOUIS 2, MISSOURI**  
We specialize in candy and novelties.  
Terr.: Mo., Ill., and Kan.

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Terr.: Western Wis., Minnesota, North  
and South Dakota.

### HUTCHINS BROKERAGE CO.

218 Third Ave., N.  
**MINNEAPOLIS 1, MINNESOTA**  
Terr.: Minneapolis and Adj. Terr.

### HYDE BROS.

Candy Specialists  
P.O. Box 306, **LINCOLN, NEBR.**  
P.O. Box 1852, **WICHITA, KANS.**  
Terr.: Covering Missouri Valley over 30 yrs.

### R. O. NEWMAN BROKERAGE CO.

Foods—Confections  
Institutional Products  
519 Lyceum Building  
**DULUTH 3, MINNESOTA**  
Terr.: No. Mich., No. Minn., No. Wis.,  
Lakes Area.

### O. W. TAYLOR BROKERAGE CO.

(Resident Salesman in Colorado Springs)  
**MCGREGOR, IOWA**  
Terr.: Ia., Minn., Wisc., Nebr., Kans., Colo.

### N. VAN BRAMER SALES CO.

3844 Huntington Ave.  
**MINNEAPOLIS 16, MINNESOTA**  
Territory: Minn., N. Dak., S. Dak., Ia., Neb.  
Coverage every six weeks.  
Resident salesman in Omaha, Nebr.

## West So. Central States

### H. L. BLACKWELL COMPANY

Emery Way at Sunset Drive  
**EL PASO, TEXAS**  
Phone: Main 8253  
Terr.: Tex., N. Mex., and Ariz.

### J. J. BOND & COMPANY

1840 Hill Crest—Phone 7-1800  
**FORT WORTH 7, TEXAS**  
Territory: Texas, Okla., & N. M.

### S. D. CARTER COMPANY

Merchandise Brokers  
Box 217  
**SHREVEPORT, LA.**  
Terr.: La., Ark., & E. Texas.

# CONFECTIONERY BROKERS

## West S. Central States (Contd.)

### EASON BROKERAGE COMPANY

Banking & Trade Reference  
P.O. Box 1872 Phone Britton 509  
OKLAHOMA CITY 1, OKLAHOMA  
Terr.: N. M., So. Kansas, Panhandle Tex.

### NICHOLS-KANE CANDY CO.

1118 Front Street • 6046 Waggoner Drive  
CONWAY, ARKANSAS • DALLAS, TEXAS  
Terr.: Tex., Ark., La., Okla., Ala., N. Mex.

### JACK NICHOLS, JR.

Candies-Confections  
Phones: Logan 8-1608, Justin 8-5842  
6046 Waggoner St.  
DALLAS 5, TEXAS  
Terr.: Texas and Louisiana

### W. S. STOKES

Broker & Agent  
BATESVILLE, ARKANSAS  
Candy - Novelties - Specialties  
Terr.: Arkansas—Accounts solicited.

## Mountain States

### E. G. ALDEN & COMPANY

Box 5014 Term. Sta.—Phone Lakewood 599W  
DENVER 17, COLORADO  
John Alden traveling—Colo., Wyo., Mont., and Neb.

### REILLY ATKINSON & CO., INC.

Confectionery & Food Products  
SALT LAKE CITY, U.—BOISE, IDA.  
Terr.: U. & Ida., with contiguous sections of adjoining states.

### CAMERON SALES COMPANY

5701 East Sixth Ave.  
DENVER 7, COLORADO  
Candies and Allied Lines  
Terr.: Colo., Mont., Idaho, Utah, N. Mex.

### ELGGREN BROTHERS & CO.

Established 1906  
P.O. Box 105—520 W. 2nd, So.  
SALT LAKE CITY 8, UTAH  
Complete coverage all jobbing trade Utah, Ida., Mont., W. Wyo., E. Nev.

### T. J. LANPHER COMPANY

Confectionery and Food Products  
BILLINGS BUTTE GREAT FALLS  
(General Office)  
Territory: Montana & Northern Wyoming  
Established 1907

### J. M. RANKIN COMPANY

P.O. Box 426—Spruce 2912  
DENVER 1, COLORADO  
Terr.: Colo., Wyo., Black Hills of S. Dak., Western Kans., Northern N. Mex., W. Nebr.

### FRANK X. SCHILLING

Confectionery and Novelty Items  
Box 416—Phone 2-3540  
BUTTE, MONTANA  
Complete coverage of all wholesale chain and department store distributors in Montana and northern Wyoming.

### HARRY YOUNGMAN BROKER-AGE COMPANY

2145 Blake Street  
DENVER 5, COLORADO  
Territory: Colo., Wyo., Utah, Idaho, Mont.

## Pacific States

### GENE ALCORN & CO.

1340 E. 8th Street  
LOS ANGELES 21, CALIFORNIA  
383 Brannan Street  
SAN FRANCISCO 7, CALIF.  
Territory: State of California

## Pacific States (Contd.)

### BELL SALES COMPANY

100 Howard Street  
SAN FRANCISCO 3, CALIFORNIA  
Candy & Food Specialties  
Terr.: Calif., Reno, Nev., Hawaiian Islands

### JOHN T. BOND & SON

637 S. Wilton Place—Phone: Federal 6028  
LOS ANGELES, CALIF.  
Territory: Pacific Coast  
Our 25th Year in Candy and Food Field

### CARTER & CARTER

Confectionery Mfr's. Agents. Established with Industry since 1901.  
91 Connecticut St.—Phone: Main 7852  
SEATTLE, WASHINGTON  
Terr.: Wash., Ore., Utah, Ida., Mont., Nev., Wyo.

### THE EDWARD M. CERF CO.

740-750 Post Street  
SAN FRANCISCO 9, CALIF.  
Specializing in candy and allied lines; Unexceptionable banking, other references.

### MALCOLM S. CLARK CO.

1487½ Valencia St.—No. Cal.; Nev.; & Hawaii  
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923 E. Third St.—Southern California  
LOS ANGELES 13, CAL.  
1238 N.W. Glisan—Oregon  
PORTLAND, OREGON  
1728 34th Ave.—Wash.; No. Idaho  
SEATTLE 22, WASH.  
1292 Elm St.—Ariz.; N. Mexico; West. Texas  
EL PASO, TEXAS

### DICKENSHEETS-POTTER CO.

1306 N. W. Hoyt Street  
PORTLAND 5, OREGON  
Candy, Confections and Allied Lines  
Terr.: Ore., So. Wash., W. Idaho

### J. RAY FRY & ASSOCIATES

420 Market St.—Phone Garfield 7690  
SAN FRANCISCO, CALIF.  
Terr.: Calif., Ore., Wash., Mont., Ida., Utah, Wyo., Nev., Ariz.

### CHARLES HANSHER

416 West Eighth Street  
LOS ANGELES 14, CALIFORNIA  
Personal contacts with chains, jobbers, syndicates & dept. stores throughout Calif., Ore., & Wash.

### HARTLEY SALES COMPANY

GEORGE W. HARTLEY  
742 S. W. Vista Avenue—Phone: ATwater 5800  
PORTLAND 5, OREGON  
Territory: Oregon, Washington & Idaho

### KESSLER BROTHERS

739 Market St.—Tel. Garfield 7354  
SAN FRANCISCO 3, CALIF.  
Terr.: 11 Western States, Army & Navy, Export  
Wholesale Jobbing and Retail coverage for Quality Manufacturers.  
Offices, S. F.—L. A.—Portland—Honolulu  
Established 1925  
Sidney H. Kessler—Theodore D. Kessler

### I. LIBERMAN

SEATTLE 22, WASHINGTON  
Manufacturers' Representative  
1705 Belmont Avenue  
Terr.: Wash., Ore., Mont., Ida., Utah, Wyo.

### RALPH L. MUTZ COMPANY

Ralph and Jim Mutz  
600—16th St.  
OAKLAND 12, CALIF.  
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### HARRY N. NELSON CO.

112 Market Street  
SAN FRANCISCO 11, CALIF.  
Established 1906. Sell Wholesale Trade Only.  
Terr.: Eleven Western States

### JACK SINGER & COMPANY

1516½ N. Western Ave.  
LOS ANGELES 27, CALIFORNIA  
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## Pacific States (Contd.)

### GEORGE R. STEVENSON CO.

302 Terminal Sales Building  
SEATTLE, WASH.  
Territory: Wash., Ore., Ida., Mont.  
Over 20 years in this area.

### L. J. THOMPSON

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SEATTLE 1, WASH.  
Terr.: Ore., Wash., W. Idaho

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### RALPH W. UNGER

923 East 3rd Street—Phone: Trinity 8282  
LOS ANGELES, CALIFORNIA  
Terr.: Calif., Ariz., N. Mex., West. Tex., Nev.

### S. E. WAGER & COMPANY

(For California coverage)  
186 So. Central Ave.  
LOS ANGELES 12, CALIFORNIA

### ROGER S. WATSON CO.

Phone: AXminster 1-2810  
5610 S. Western Ave. & 1025 N. Highland  
LOS ANGELES 38, CALIF.  
Terr.: Calif. Another line required. Non competitive with present lines.

### WITTENBERG-ROSS

24 California St.—Phone: Exbrook 7973  
SAN FRANCISCO 11, CALIFORNIA  
315 West Ninth St.—Phone: Trinity 7159  
LOS ANGELES 15, CALIFORNIA  
Terr.: Calif., Ore., Wash., Hawaii & Export

## Import - Export

### G. RIVERA LEFRANC

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Commission Merchant  
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### MACHINERY FOR SALE

**For Sale:** No. 658 gas and electric commercial dry type corn popper, brand new. Also, Simplex Mod. No. 1 hi-speed automatic bag-making machine, A-1 condition. Box A-578, **The Manufacturing Confectioner**.

**For Sale:** Gravity separator, Sutton, Steel & Steel Mod. B-100. Used only few weeks. Box A-577, **The Manufacturing Confectioner**.

**For Sale:** One Rose wrapping machine. Bunch wraps piece  $1\frac{1}{4}'' \times 1\frac{1}{16}'' \times \frac{3}{8}''$ . Also wraps  $1\frac{1}{2}''$  diameter piece and  $1\frac{1}{2}''$  square piece. Speed 120 per minute. Box A-579, **The Manufacturing Confectioner**.

**For Sale:** One American Candy Puller (Allis-Chalmers Mfg. Co.). Condition fair. \$100.00 fob Houston, Texas. Congress Candy Company, 1619 Lyons Ave., Houston, Tex.

**For Sale:** Two 5' heavy duty Dayton cream beaters in perfect condition. \$850 each. This machine sells for over \$1500 new. Archibald Candy Corp., 1137 W. Jackson, Chicago.

**For Sale:** Two hard candy Drop Machines. Each with three sets of rollers of popular design. One Machine with rollers of size  $6'' \times 6''$ . Other machine  $4'' \times 7''$ , plus conveyor belt with hood and blower. Apply Antoinette Confections, 69 Featherbed Lane, Bronx 52, New York.

**For Sale:** 4 ft. Dayton cream-beater complete with 3-phase 220 volt motor. Rebuilt and guaranteed for one year against mechanical defects. \$600.00 F.O.B. our plant. C. P. Damoffe Products Co., 2644 N. Sheffield Ave., Chicago.

### MACHINERY WANTED

**WANTED**  
YOUR IDLE MACHINERY  
WILL BUY FROM SINGLE ITEMS  
TO COMPLETE PLANTS

**URGENTLY WANTED:** Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



15-21 PARK ROW NEW YORK 7, N. Y.

**Wanted:** Used Canvas Drier, any size. Earl H. Graff, 4600 S. Halsted St., Chicago, Ill.

### MACHINERY WANTED (Contd.)

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#### EQUIPMENT FINDERS BUREAU

6 Hubert Street New York 13, N. Y.

**Wanted:** 2-24" Greer or other enrober with or without tunnels. 2 large tempering kettles. 2 steam-jacketed kettles with double action stirrers. A marshmallow beater, a depositor, buck and printer. 2 or 3 bag peanut roaster with cooler. Box C-271 **The Manufacturing Confectioner**.

### Wanted

Two Racine Roll type Sucker Machines with rolls  $9\frac{1}{4}'' \times 5\frac{1}{2}''$ .

Package Machinery Co. LC 3 Sucker Wrapping Machine. Stokes & Smith Transwrap Model A or B.

Cartoning Machine to fill candy and tuck or seal ends in cough drop size carton.

Box DA-571

**The  
Manufacturing  
Confectioner**

**Wanted:** Chocolate Enrober and Simplex Vacuum Kettle. Price and description to Box A-5713, **The Manufacturing Confectioner**.

**Wanted:** 24" or 16" Enrober with tunnel, if available. Starch buck and depositor. 50 gallon double action tilting kettle, stand-size starch trays. Chocolate melting kettles. Box TF-571, **The Manufacturing Confectioner**.

**Wanted:** Enrober with or without cooling tunnels and belting. State size and delivery date. Chantilly Candies, 2720 Colley Ave., Norfolk, Va.

### MACHINERY WANTED (Contd.)

**Wanted:** Fudge Bar Cutting Machine. Box A-5712, **The Manufacturing Confectioner**.

**Wanted:** Immediately, Model K Kisswrappers. State price and condition. Fred M. Van Doren, 2325 Girard So., Minneapolis, Minn.

### HELP WANTED

**Wanted:** Candy Superintendent. To a flexible, intelligent man with a quality background a well known retailer offers a wonderful opportunity. No man is too big or too quality minded for this job. State age, experience, and salaries earned. All replies confidential. Box A-572, **The Manufacturing Confectioner**.

**Wanted:** Research Chemist, preferably having previous experience in the food field. In answering please give full details in regard to age, experience, salary expected, and when available. Plant location in Middle West. Box A-573, **The Manufacturing Confectioner**.

**Wanted:** Production Manager. Long established progressive manufacturer of fine package chocolates in the Southwest now expanding operations has opening for a capable candy production man. Not necessary to be practical candy maker but should be experienced in candy production, planning, purchasing and supervision of employees preferably with company making high grade package line. When replying give age, references, details of experience and salaries earned. Box A-574, **The Manufacturing Confectioner**.

**Wanted:** Sales Manager for large Candy Plant wanted. State experience, age, firms connected with in past number of years and salary desired. Box B-571, **The Manufacturing Confectioner**.

**Wanted:** Candy Maker. Man who thoroughly understands the manufacture of all types of candies to work as Assistant to Superintendent. State experience, wages desired, list of former employers and types of candies you can make. Box C-571, **The Manufacturing Confectioner**.

### Wanted Superintendent Large Candy Plant

Real opportunity. State Age, experience, salary expected.

Box DB-571

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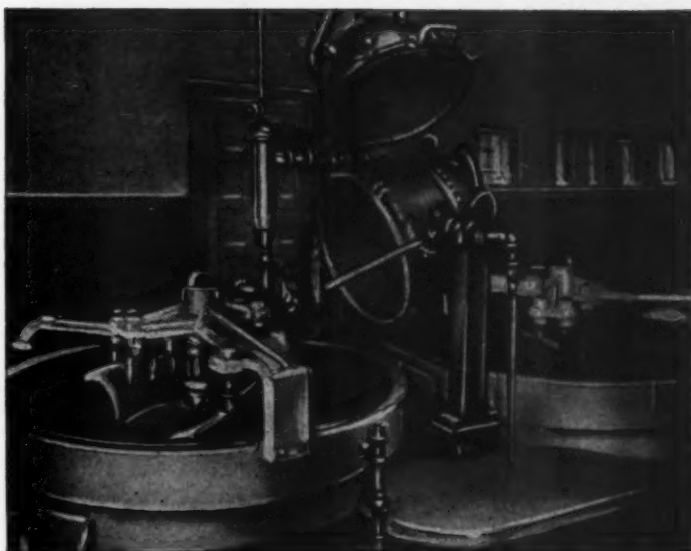
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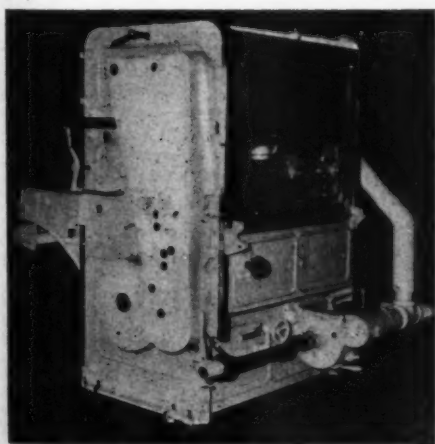
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### HELP WANTED (Contd.)

**Wanted:** Candy working foreman for quality creams, after dinner mints, caramels, etc. Plant in Manhattan. Reply in confidence, giving age, full details of previous employment and earning record. Box A-571, **The Manufacturing Confectioner**.

**Nut Salter and Roaster**—Experienced on all types of nuts. Unusual opportunity, good chance for right person. **STARR CONFECTIONS**, 2240 N. Racine, Chicago 14, Illinois.

**Candy Maker**—Experienced to make caramels and peanut brittle, good starting pay. Unusual opportunity, good chance for right person. **STARR CONFECTIONS**, 2240 N. Racine, Chicago 14, Illinois.

**Help Wanted:** Experienced young assistant sales executive by hard candy manufacturer in Chicago doing national business with chain stores, department stores and jobbers. Must have good personality and be a good correspondent. Box A-379, **The Manufacturing Confectioner**.

### POSITION WANTED

#### TROUBLE—

That is our specialty. Let us help to work out your difficulty. We are practical men in key positions. Wholesale or retail, production problems or formulas. We have the necessary experience to be of service in either branch. Moderate rates. **Candy Specialty**, 583 E. 161st St., New York, N. Y.

**Available Immediately:** First Class Candy-maker would like position in large retail or small wholesale plant. Splendid experience, excellent references. Box A-3710, **The Manufacturing Confectioner**.

**Position Wanted:** Food Chemist, Masters Degree. 6 years' experience laboratory supervision, production, development, including confectionery, ice cream, coconut. Prefer New York City area. Box A-575, **The Manufacturing Confectioner**.

**Position Wanted:** Plant Superintendent. 28 years' experience in large wholesale and retail plants. Familiar with all modern equipment and production methods. 43 years of age. Available immediately. Box A-576, **The Manufacturing Confectioner**.

### BUSINESS WANTED

**Wanted to Purchase:** In Southern California, small candy manufacturing business as follows: Factory area 3,500 to 5,000 square feet, equipped with steam for cooking, electricity, gas and good water supply. Sugar allocation of 50 to 100 tons per annum. Advertiser visiting Los Angeles April 21st onwards. Reply with full details, price, etc. Box A-473, **The Manufacturing Confectioner**.

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Robert I. Brown

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2902 So. Michigan Ave., Chicago 16, Ill.

**For Sale:** Louisiana Cane Syrup. Open kettle. Approximately 325 barrels for immediate shipment. Subject to offer. Samples upon request. This syrup high in sugar. Subject to prior sale. Box A-5710, **The Manufacturing Confectioner**.

**For Sale:** Cocoa. Approximately 80,000 lbs. 22-24% butter fat. For sale at attractive price. Brand, prices, will be given upon request. Subject to prior sale. Box A-5711, **The Manufacturing Confectioner**.

### SALES LINES OFFERED

**Jobbers:** A real Franchise; Barbara Fritchle Famous Chocolates. Half, one and two pound attractive boxes. Valuable territory still available. Limited amount fancy boxed and bulk for immediate delivery. Barbara Fritchle Chocolates, Frederick, Md.

**Brokers Wanted**—To sell punchboard operators fast repeating candy deals. Advise actual number of punchboard operators you call on and how often or no consideration given. Items not available for any other class of trade. Box F-171 **The Manufacturing Confectioner**.

**Wanted:** Brokers for the following territory: South West, Pacific Coast, East Coast, North Central States, and Mountain States. Box B-471, **The Manufacturing Confectioner**.

**Wanted:** Salesmen to sell flavoring extracts and vanillas to processing industries. Those who have a proven record with manufacturing confectioners, ice cream manufacturers, or manufacturing bakers will receive consideration only if complete information is included in your letter. Generous drawing account and commission; choice territory available now. All replies treated confidentially. Box B-472, **The Manufacturing Confectioner**.

### SALES LINES WANTED

**Wanted:** Good Package, Bulk and Se Baw Candy Line. Most progressive sales representative can give a complete coverage of Pennsylvania, Maryland, Delaware and Washington, D.C. M. Grunberg Assoc., 1911 Derry St., Harrisburg, Penna.

**Wanted:** Candy & Allied Lines—We have 19 years sales experience in same territory of Florida, Georgia and Alabama. 2 Salesmen. Hubert Brokerage Company, P.O. Box 149, Atlanta 3, Ga.

**Wanted:** Candy and allied lines for the State of Texas, by established broker. Box K-371, **The Manufacturing Confectioner**.

**Sales Lines Wanted:** Thoroughly grounded salesman can prove to be a credit to any organization looking for thoughtful, courteous representative. Prefer to work as manufacturers' agent. Know a large number of buyers in all levels of retailing and wholesaling. Product must be high quality. C. P. Conway, 211 Edward Ave., Pittsburgh, Pa.



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\* For Detailed Reference Data, See The 1947 Blue Book.



## EDITORIAL



### Candy, Children, Doctors

**M**ANUFACTURING CONFECTIONERS and the entire confectionery industry will find of great value and interest comments by Dr. William Brady on candy for children which appeared in a recent issue of the *Chicago Daily News*.

"I do not approve of denying to children reasonable indulgence in candy, cake, ice cream, sweetened flavored carbonated drinks," wrote Dr. Brady in his column. "By reasonable I mean on the occasion of a birthday party or a day at the circus or any day when the sweet comes as dessert—after real food has been eaten. Children who play, exercise, or work hard may profitably indulge in a sweet in addition to the real food of the ordinary meals."

Although Dr. Brady's differentiation of candy and "real foods" appears somewhat indiscriminate, his comments indicate that the medical profession recognizes the importance of "the crave for candy" among youngsters. His comments also would tend to indicate the educational advisements of the National Confectioners' Ass'n in medical journals are proving of value to the nation's confectionery industry.

### Candy Research Trend

**A**NNOUNCEMENTS by various confectionery organizations of research programs initiated to study the numerous problems attendant with quality confectionery manufacture and its efficient marketing offer commendable indication that the confectionery industry is more and more becoming a science-conscious enterprise.

September 8-11 the Pennsylvania Manufacturing Confectioners Ass'n Production Research Project will hold a symposium at Lehigh University. Attendance is necessarily limited to confectioners with at least two years' experience. Speakers include some of the most famous names in the industry, as reported on pages 101 and 102 of this issue of *THE MANUFACTURING CONFECTIONER*. The program promises to prove of exceptional value to all candy manufacturers who can attend.

As an adjunct to its research department, Fanny Farmer Candy Shops, Inc., has arranged for a fellowship with the Mellon Institute, John D. Hayes, president, told stockholders at the annual meeting. Under this program, research will be carried on relative to a number of basic problems in candy manufacture.

At the O. P. Baur Confectionery Co., in Denver, a leadership training program is available to employees under which they may take a 66-hour training course at the University of Denver.

And throughout the nation, following two years of research and planning, the National Confectioners' Ass'n is inaugurating "Balanced Selling" training classes for wholesalers' sales personnel. So important is this program considered that *Business Week* recently termed it

"a precedent-making training course for jobbers' salesmen."

This trend to greater utilization of scientific research and planning is a highly significant testimonial to the progressive nature of the confectionery industry.

### "Real" Competition Due Soon

**R**EAL COMPETITION will begin during the last half of 1947, Henry H. Heinman, executive manager of the National Ass'n of Credit Men, states in his *Monthly Business Review*.

Although earnings of many companies during the first quarter of this year will make an unusually good showing, he points out, this high rate of operation is largely due to the substantial orders still on the books for replenishment of stocks depleted during the war.

He also warns that, while the production is still in the rush stage, stocks for most lines will probably be replenished by mid-year. He stresses further that the good showing made during the earlier months of the year should help the general figures for the 12-months' period, but that it would be a mistake to assume that the year's harvest will be as good as the "flush" gleanings of the first quarter.

### Sales Management Pitfalls

**T**HE DAY OF THE "STUNT FLYER" in sales management is past, and the executive with the steadiness of the airline pilot is here to stay, Wesby R. Parker, national sales manager of the General Foods Corp., recently told Manufacturers' Representatives of Central Pennsylvania.

There are various pitfalls which every sales manager must pray daily to avoid, Mr. Parker said. "Being human we will all probably fall into some of them from time to time. None of them may be fatal in itself, but any large combination of them is bound to result in failure."

Following are some of the pitfalls Mr. Parker listed:

- 1.—The desk bound operation in which the sales manager is never in the field.
- 2.—Rumor consciousness which causes haphazard and hasty action on any startling report that comes to attention.
- 3.—Closed-mindedness.
- 4.—Fuddy-duddiness, which causes dilatory—and too late decisions.
- 5.—Inaccessibility.
- 6.—Exaggerated flexibility.
- 7.—Spotlight performances.
- 8.—Weak-kneed performances.
- 9.—Tightwad attitude.
- 10.—Free-and-easiness in expense control and unsystematic in rewards.
- 11.—Super-draftsmanship which makes a fetish of "detail work."



## "A SMART PACKAGE MAKES A BIG DIFFERENCE!"

MR. CELLOPHANE

HERE'S A SIMPLE SOLUTION to the need for a novelty candy container. Two container tops, drum cord dividers cut from a flat blank, plus a protective Sylvania Cellophane bag create a package with maximum sales appeal at a remarkably low cost.

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needed to keep confectionery clean and sanitary. Every step in its manufacture is constantly checked. This careful control assures not only uniform transparency and a high degree of strength, but also provides a wrapper that won't stick to the contents—a very important point in packaging candy.

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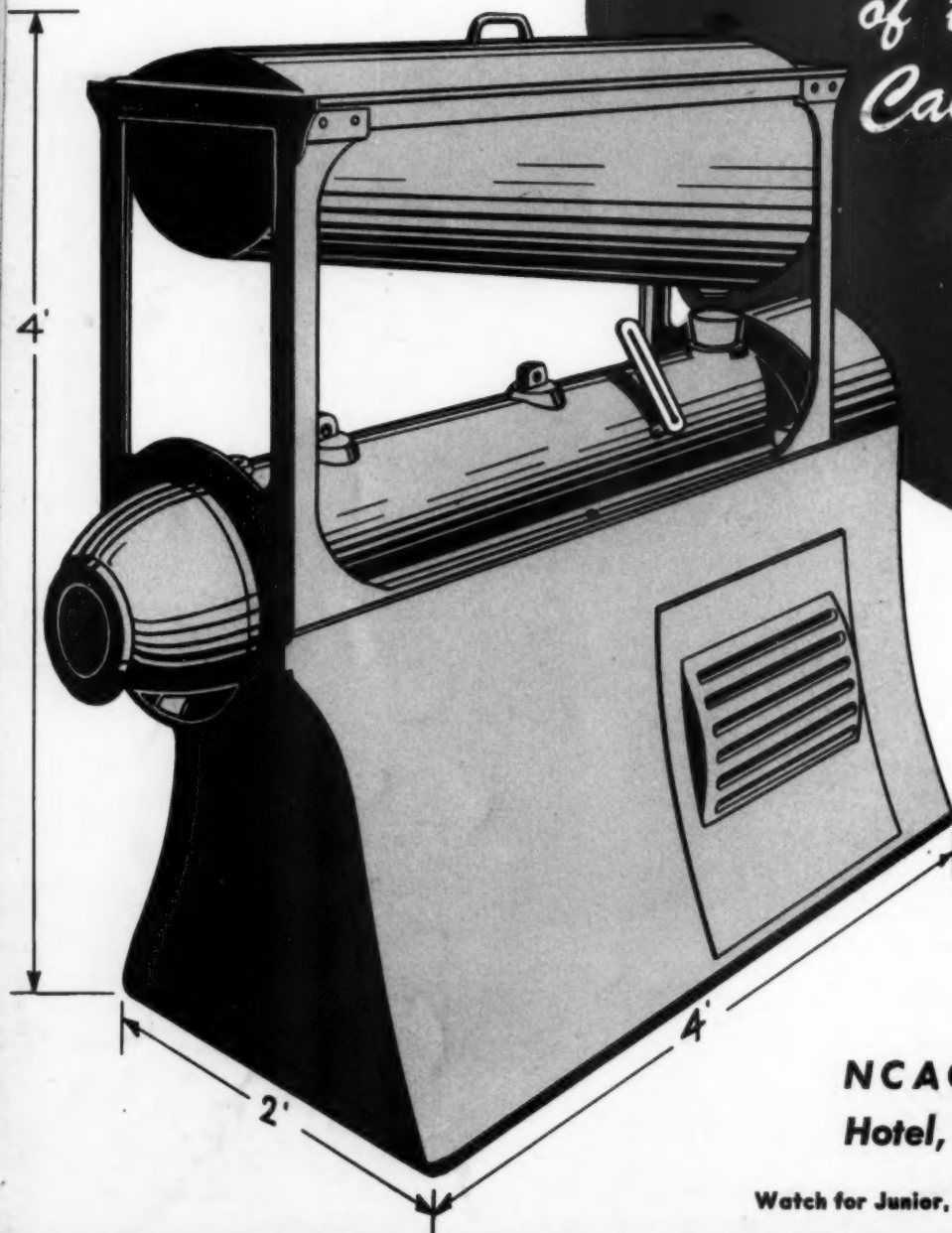
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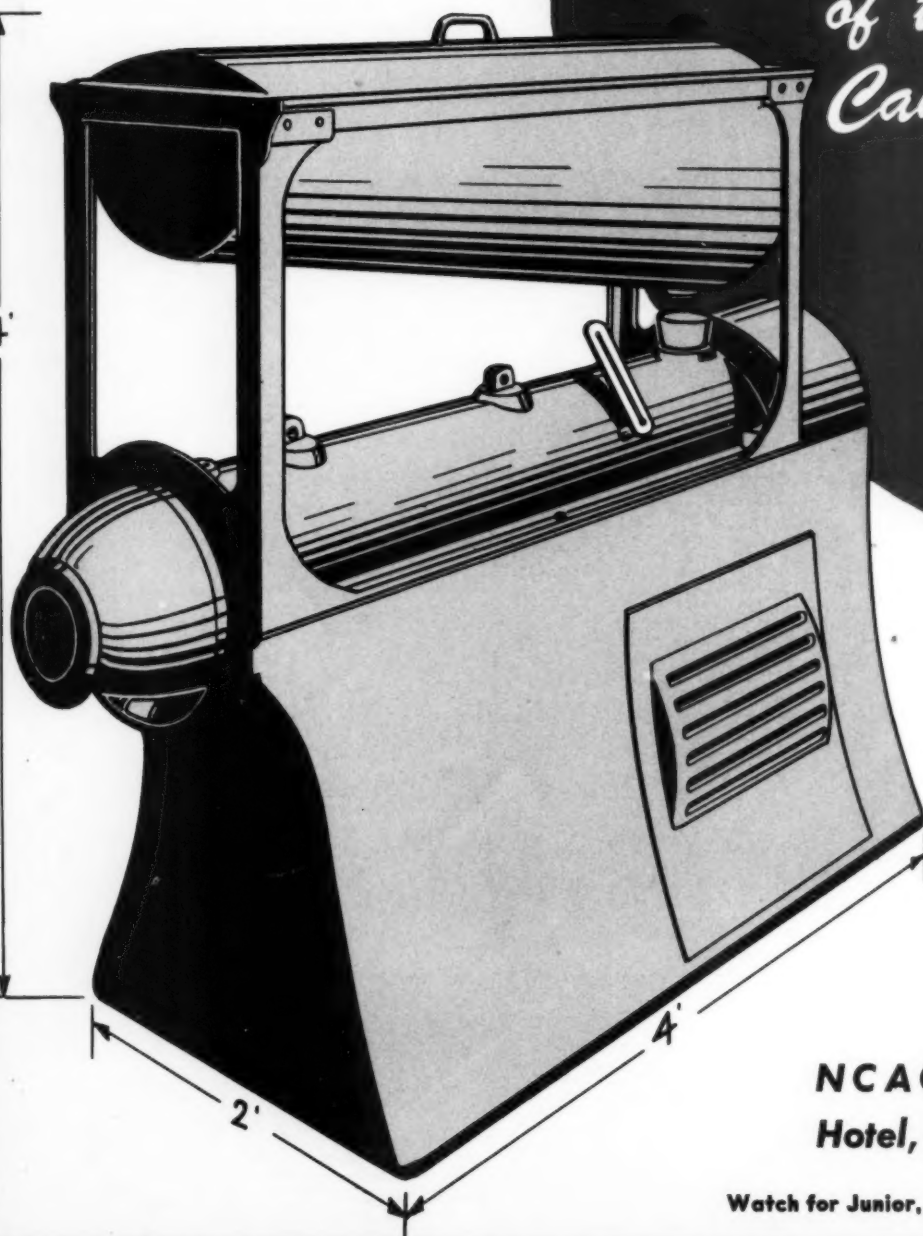
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